

## Something to celebrate

Kiwanis International

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## SHARE THE CELEBRATION

'Tis the season for parades, gift-giving celebrations and events for children. Many events have already received media coverage, including a [parade before a lighting ceremony](#), [Key Clubbers helping with a tree sale](#) and working with a community to [provide gifts for kids](#). Remember to share your event with local media so your neighbors can learn about the great things your club does to help kids.

## NEED SOCIAL CONTENT?

When your club doesn't have an event planned, share our Kiwanis-branded content on your social media pages. We have [videos](#), [social media graphics](#) and [posts that are already written](#). Don't let a day go by without activity on your social channels.

[GET STARTED](#)

## FLORIDA BOUND

It's time to plan for the [2019 Kiwanis International Convention](#) at Walt Disney World® Resort, Florida. Kiwanis has prepared graphics for use on social media, flyers and program ads for members, clubs and districts to share on their social media platforms and at meetings and gatherings. Walt Disney World® Resort has very strict branding guidelines. Please use the graphics we've created to share your convention plans.

[LEARN MORE](#)

## DETROIT FOUNDER'S DAY

Looking for a fun way to celebrate Kiwanis' anniversary in January? Head to Detroit, where the Detroit No. 1 Kiwanis Club has a weekend of events planned, including a dinner on Friday, January 18 hosted by Circle K followed by a trip to the Detroit Auto Show; a leadership conference from 9 a.m. to noon Saturday and several service projects Saturday afternoon. 2017-18 Kiwanis International President Jim Rochford will attend a reception at 4:30 p.m. Saturday, culminating with a dinner and dancing from 6:30 to 10:30 p.m.

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## LICENSING ENFORCEMENT BEGINS

Any clubs, divisions, districts or individuals that purchase merchandise containing the Kiwanis name, seal, wordmark or member pin will need to use a licensed vendor. This includes all merchandise regardless if it is sold or given away. Please direct licensing questions to [licensing@kiwanis.org](mailto:licensing@kiwanis.org).

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## EXPERT ADVICE

All of us are bombarded with messages every day. As the public relations chair for your club or district, it's your job to share the Kiwanis message. Read these [tips on how to keep your message relevant](#) and rise to the top, ensuring your story gets told.

[READ MORE](#)

## ENJOYING BUZZ BUILDER?

Buzz Builder is an email newsletter sent to district PR coordinators, club public relations chairs, Kiwanis leadership and members who have opted in. This email focuses on ways your club can increase awareness, shares best practices in public and media relations and promotes upcoming Kiwanis events and partners. If you do not wish to receive this mailing, [update your newsletter subscriptions](#).



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