

## Make your mark on social media

Kiwanis International

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## NEW SOCIAL MEDIA GRAPHICS

The creative team at Kiwanis International has created four new social media graphics that your club — and you — can share. They are [colorful illustrations](#) that focus on kindness and happiness and two popular service projects — pancake breakfasts and literacy. Use the kindness and happiness posts any time your social channels need colorful content. And if you're not following Kiwanis International on Facebook, [click here](#) and like our page. We share all of our new assets from this social channel.

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## TELL YOUR STORY

When you share club event photos on Facebook, do you post pictures of meetings, service projects, fundraising events or a combination of all? We've found that the most popular posts show club members working with kids. Two great examples are the [Kiwanis Club of Chester, New York](#), and the [Kiwanis Club of Lima, Ohio](#). They show how Kiwanis helps kids.

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## HELP FROM THE CHILDREN'S FUND

If your club wants to help an area that has experienced a disaster such as a flood, tornado or hurricane, grants are available from the [Kiwanis Children's Fund](#). The US\$5,000 disaster grants allow clubs to provide immediate impact to areas where residents need help with basics like food, clothing and toiletries. After recent flooding in the Nebraska-Iowa District, multiple clubs received a total of US\$45,000 in grants from the Children's Fund to help their neighbors.

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## BUILDING A PLAYGROUND?

If your club is building a playground, consider entering the Kiwanis — Landscape Structures Inc. [Legacy of Play contest](#). One deserving club will receive US\$25,000 in playground equipment. It's the sixth year Kiwanis has partnered with the playground manufacturer to help a club with playground equipment. [Learn the rules](#) and find out [what judges look for in a winning entry](#).

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## KIWANIS ONE DAY

It's never too early to plan for [Kiwaniis One Day](#), the one day every year when the Kiwanis family joins to make a global impact. It's easy. Pick a project, include other clubs in your city or town, ask your Service Leadership Programs to join you and make an impact in your community. Check out some past projects and get planning for this year's event on Saturday, October 26.

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## EXPERT ADVICE

Bridging is a technique we use every day in conversations at work, at home and in social settings. This technique allows us to return the conversation to our talking points. It's what we do when someone wants to change the subject in the middle of an interview or a discussion. Among the most popular phrases used to bridge a conversation back to your key messages include: "It's important to remember," "let me emphasize (your main point)" and "at the heart of the matter" or "one point to remember is. ..."

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## 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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