

Share your holiday projects

Kiwanis International

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## PUBLICIZE YOUR HOLIDAY EVENT

Is your club hosting a visit with Santa, a special holiday shopping excursion or a parade? Make sure you tell your club's story by using our templates for media releases and letters to the editor. It's important to share your club's activities — because service is what attracts new members. When it's time to stage your event and prepare for interviews, read the [PR Tips and Tools guide](#) as a refresher.

[GET STARTED](#)

## BECAUSE HE SAID HE WOULD

When it was time for Bob and Judy Raub to move to Ohio from

their longtime home in Pennsylvania, Bob checked the Kiwanis website first. He was looking for Kiwanis clubs in the cities and towns near his new home. But he'd also told his wife that he would start a club if they couldn't find one. And that's exactly what they did. The Kiwanis Club of East Fork is already up and running — and helping kids this holiday season.

[LEARN MORE](#)

## HAPPY ANNIVERSARY!

Is your club one of many that will celebrate a milestone anniversary in 2020? If so, we have [resources](#) for you. If you have planned a celebration — or are planning one — let us know what you're doing. We want to offer Kiwanians everywhere a list of celebrations that have worked. Help us help clubs — email [pr@kiwanis.org](mailto:pr@kiwanis.org). Happy anniversary!

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## PARTNERS CAN HELP

If you're making New Year's resolutions, you might be thinking about new ways to help kids in your community. Kiwanis can help! Our partners have been selected because of the benefits they provide to clubs. Here are a few to consider for 2020:

- [Landscape Structures](#). Make an impact in your community. Resources are available to help your club plan for a playground project.
- [Scholastic](#). Literacy projects are among the top three favorite projects of Kiwanis clubs. Scholastic has an array of ideas to get you started.
- [Global Brigades and Squads Abroad](#). Support CKI clubs and Key Clubs with a financial investment in their global service projects.

- [Kiwaniis Warehouse, powered by DollarDays](#). Contact local schools to see how you can provide school supplies or hygiene kits for children in need. Then buy supplies at rock-bottom pricing from Kiwanis Warehouse.
- [Office Depot](#). Promote your projects by sharing brochures and posting flyers. And save money by getting them printed at deep discounts — thanks to our partnership with Office Depot.

## CONVENTION MARKETING

Planning to include content about the [2020 Kiwanis International Convention](#) in your district or club emails, social media or newsletters? Make sure you have the right graphics. [Download them today](#).

[DOWNLOAD](#)

## CONTENT AND MORE CONTENT

Your club doesn't have an activity planned for every day. But you shouldn't let a day go by without activity on your social media channels. Share our Kiwanis-branded materials. We have ready-made [videos](#), [social media graphics](#) and [posts](#). Just pick 'em up and post 'em.

[GET STARTED](#)

## AVOID 'EXCITEMENT'!

When writing a media release, social media post or website content, it's easy to get excited about your service project, fundraiser or event with youth groups. But it's also easy to get carried away. Take some advice from the experts at Ragan's PR Daily: Learn to write exciting content — without using the word “excitement.”

[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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