

How are you helping kids?

Kiwanis International

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To: Steven Hadt <shadt@kiwanis.org>



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SUCCESSFUL MEDIA PITCH

When the Kiwanis Club of Elmhurst, Illinois, wanted to spread the word about helping the children of federal employees who were not being paid due to the government shutdown, the club contacted the Kiwanis public relations team. After talking with the club and the school district, we wrote a media release, pulled a media list and pitched the story to Chicago-area media. The results were hits on [WGN-TV](#) and some local print publications. Next time your club has a feel-good story, let us know. We might be able to help with coverage. Email pr@kiwanis.org.

CONVENTION MARKETING

We've created branded materials to help your club encourage members to attend the Kiwanis International convention — and to

help you share information about the event on social media.

Remember, Walt Disney Resort® has strict guidelines about the use of the Disney brand. We've created social media graphics, flyers and even ads your club can use to help promote and market the 2019 convention.

[GET STARTED](#)

HELP US HELP YOU

If you plan on attending the convention, what public relations, social media or communications topics would you like to learn about? We're planning our education sessions now. Email pr@kiwanis.org with your ideas, requests or needs.

[LEARN MORE](#)

PROTECT THE BRAND

It's important to make sure our brand and trademarks are used properly. That's why Kiwanis requires vendors to obtain a license when they prepare products for your club with any Kiwanis family logo. Licensing helps protect our brand, ensuring that we will be here to help children and provide continued opportunities to our youth programs for years to come. You can learn about the [licensing requirements](#) on our website.

[LEARN MORE](#)

JUST THE FACTS

The 2018-19 membership numbers have been tabulated and the [Just The Facts information sheet](#) has been updated. You can use numbers from this document on media releases, on your website or in conversations about Kiwanis.

[DOWNLOAD](#)

K-KIDS WEEK

Does your club sponsor a K-Kids youth program? If so, K-Kids Week is February 18-22. Take advantage of daily opportunities to share your club's activities.

[LEARN MORE](#)

KIWANIS ON YOUTUBE

Kiwanis has a [YouTube page](#)! Find our brand videos, magazine features and videos that show the impact clubs have on communities. And use them in your club's communications!

[LEARN 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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and make sure your membership
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