

## Tips and tools for PR success

Kiwanis International

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## IT'S EASIER THAN YOU THINK

The Kiwanis Club of Clinton, Iowa, wanted to celebrate with a long-time member on his 99th birthday and used Kiwanis materials to tell the story. City officials honored the member with a proclamation, and a [newspaper](#) and a [TV station](#) picked up the story. The club used Kiwanis [media release templates and proclamations](#) to make it happen.

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## TIPS AND TOOLS TO TELL YOUR STORY

If you couldn't attend the 2019 Kiwanis International Convention, you can still benefit from our materials. The [PR Tips & Tools](#)

[booklet](#) we provided is online and ready for you to use. It's a short course in public and media relations, all to help your club attract the attention it deserves.

[DOWNLOAD](#)

## MEDIA RELEASE FOR CONVENTIONS

Did your club send representatives to Orlando for the 2019 Kiwanis International Convention? Is your club sending a delegation to your district convention? Share that news with local media in a media release. Unsure of how to write a media release? Download the Kiwanis International convention attendee release and adapt it to meet your needs.

[DOWNLOAD](#)

## GO ALL IN FOR KIDS

During the 104th Annual Kiwanis International Convention, Kiwanians raised money for The Eliminate Project and the fight against iodine deficiency disorders.

More than 900 Kiwanians joined the [All in for Kids Challenge](#), raising and unlocking more than US\$314,000.

And it's not over. With more donors, we can unlock an additional US\$75,000! The All in for Kids Challenge will continue through the end of July. Are you in? Visit [kiwanis.org/challenge](http://kiwanis.org/challenge) to learn more and make a gift.

[LEARN MORE](#)

## HELP WITH SERVICE PROJECTS

Some kids need help with school supplies when back-to-school time rolls around. That's why clubs often help with backpack projects. Kiwanis partner Dollar Days can help your club maximize your investment. Check out the [Kiwaniis Warehouse](#) for exclusive school products and take advantage of the free shipping for all U.S. orders.

[GET STARTED](#)

## EXPERT ADVICE

What are the [most important words you can say](#) after an event? Angie Monger, a development officer with the Kiwanis Children's Fund, says they are "thank you." Learn why a simple thank you should be part of your event planning.

[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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