

Make it happen with PR

Kiwanis International

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To: Steven Hadt <shadt@kiwanis.org>



November 14, 2019



## PLAY WITH PURPOSE

It's time to begin planning for the [2020 Kiwanis International Convention in Indianapolis](#). More than ever before, this year's convention will focus on educating members on how to be great leaders and improve a club's service. Check out Thursday's sessions — including the PR and branding topics — and be sure to review the tracks for governors, presidents, club secretaries, treasurers, club coaches, SLP programs and emerging leaders. There's something for everyone. Registration opens January 15. Get ready to play with purpose!

[LEARN MORE](#)

## TIME TO TELL YOUR CLUB'S NEWS

If your club hasn't shared newly elected officers, recent awards

programs or visits from members of the board of trustees, take the time to send a quick media release and photo to your local newspaper.

- In [Levittown, NY](#), the local club shared the news of a former member's election to lieutenant governor.
- Also in New York, the [East Meadow club](#) held an installation dinner and reflected on a successful year when they raised \$30,000 in a golf tournament and sent 42 kids to Kamp Kiwanis.
- And in St. Charles, Illinois, the Kiwanis club shared a photo of new officers and listed members who were honored for their service.
- The former lieutenant governor for Eastern Canada and the Caribbean was featured in a story that listed her accomplishments.

When it comes to new club leaders and officer installations, there are always stories to share.

[GET STARTED](#)

## IT'S YOUR BIRTHDAY!

Many clubs will celebrate their anniversaries or birthdays in the coming year. Not many can give away \$100,000 like the [Kiwanis Club of Montgomery](#), but every club can make an impact. The Kiwanis Club of Rock Island used their celebratory event to publish a list of projects and accomplishments. If your club is celebrating, use the anniversary assets to tell your story.

[DOWNLOAD](#)

## DON'T GIVE UP

If your club is struggling with membership like [this club in](#)

[Michigan](#), email [pr@kiwanis.org](mailto:pr@kiwanis.org). We have resources you can use to help strengthen your club — and we can connect you to staff in the Membership Department who can also provide advice and resources.

[LEARN MORE](#)

## PLANNING AHEAD

Is your club planning a holiday gift drive? Now's the time to begin seeding the help you will need in the community. The [Kiwaniis Club of Canby](#), Oregon, is off to a good start, sharing a story about its annual food drive, recent successes and needs for this year.

## EXPERT ADVICE

Toastmasters, a leading nonprofit that teaches leadership and public speaking skills, has advice for communicators at all levels. Some of the takeaways from a recent contest include using humor, emotion and repetition. Listen to the speeches and learn more about polishing your skills.

[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](#).

**SAVE THE DATE**  
**JUNE 17-20, 2020**

**Kiwanis<sup>®</sup>**  
**CONVENTION 2020**  
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3636 Woodview Trace, Indianapolis,  
IN 46268-3196 USA

1-800-549-2647 | 1-317-875-8755

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