

Tell your club's story

Kiwanis International

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SCARY GOOD FUNDRAISER

It's time for Trick-or-Treat for UNICEF! If your club is participating, take some fun pictures, share on your social media channels with #TOT4UNICEF and send them to your local media. Don't have pictures? We have [social media assets](#) you can use.

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STAYING SOCIAL

Maintaining an active presence on social media can be a full-time job. Writing the posts for planned events, such as meetings, fundraisers or service projects, can provide content for most days. But on days when your club isn't active, visit the [Kiwanis website](#) for posts that are already written and are ready to go. Some even come with images.

[GET STARTED](#)

KIWANIS CONTENT TO LIKE AND SHARE

Another place to find Kiwanis content is Kiwanis International's [Facebook page](#), [Twitter account](#) and [Instagram feed](#). Make sure you've liked each of those pages to stay informed about what's going on and to find more content your club can share.

If you don't have a presence on social media, [follow these tips](#) to get your social media channels going.

[LEARN MORE](#)

HELP FOR KIWANIS LEADERS

This new Kiwanis year is full of possibilities. Kiwanis International has tools to help clubs make a positive impact in the community. As a public relations chair, you can help! Starting with [brochures](#) and [news releases](#), these assets can help you help your club.

[READ MORE](#)

LOOK WHO'S IN KIWANIS

Newly elected club officers and members who have been honored with various Kiwanis awards should be recognized in the media. Many clubs have taken advantage of the [media release template](#) and shared those stories with local newspapers. See how clubs in [Emmett, Idaho](#), and [Temecula Valley, California](#), shared their news.

Other clubs combined announcing new officers with giving first responders, teachers and Kiwanian of the Year awards. Some examples include the [Edmond, Oklahoma](#), club, the Kiwanis Club of [Pell City, Alabama](#), and the [Kirksville, Missouri](#), club. The Kiwanis Club of [Lumberton, North Carolina](#), also awarded the Michael Connelly Medal of Honor at its new officer installation.

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HOW TO MAKE IT HAPPEN

Every Kiwanis club should tell the story of how it makes a difference in the community. Still not sure how to get your news to the media, or what to share? Read [past issues of BuzzBuilder!](#) Get tips and listen to webinars with more details; download the [PR Tips and Tools booklet](#); and read Kiwanis stories on our news pages.

[LEARN MORE](#)

EXPERT ADVICE

The importance of social media will only continue to grow in 2020. Experts say the best content is location-specific messaging directed at your target audience — such as local club pages and pages for new clubs. The experts at Ragan’s PR Daily have prepared an easy-to-read infographic to help you.

[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](#).

SAVE THE DATE
JUNE 17-20, 2020

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