

Amplify your voice

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GET YOUR CUSTOM LOGO

Celebrate the new year with a new look! If your club, division or district does not have the Kiwanis custom logo, now is the time to get one! They are free and easy to get — [complete an online form](#) and your new look will be on the way. As Public Relations coordinator for your district, please encourage clubs and divisions to request a custom logo if the current version is outdated.

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MAKE YOUR CASE

When this year's convention in Indianapolis was canceled because of the coronavirus pandemic, we prepared a couple of training videos to share with our volunteer leaders. One of the topics for our leaders in communications, partnerships and membership was change communications — a topic that has come in handy in 2020. [Watch expert Myra Cocca](#) share information on Change Communications and Leadership.

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AMPLIFY YOUR VOICE

Communicators are sometimes excluded from the leadership table — but Kiwanis has a solution for that. You can become a better leader in your career, your community and your Kiwanis club by participating in Kiwanis Amplify. Our new education program features a deep dive into eight leadership topics including communication, event planning and diversity. Learn more and enroll today at kiwanis.org/amplify.

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STILL SERVING

In many areas, Kiwanis clubs have continued their service to children and communities. If your club has continued a longstanding program, be sure to share that with the media. In West Virginia, the [Kiwanis Club of Huntington](#) worked with the St. Joseph Central Catholic High School on an annual poinsettia sale — and got their second highest proceeds ever. Also in West Virginia, the [Kiwanis Club of Shepherdstown](#) substituted an online auction when the pandemic halted the annual cornbread and chili dinner. It's the second online auction for the club, which raised \$2,500 with a wine auction earlier this year. Not sure how to hold

an online event? [Watch our Lunch with a Leader](#) to see how it's done.

[GET STARTED](#)

AND THE WINNER IS...

The end of the year is a great time to reward members and leaders for their service. Kiwanis has multiple [awards and honors](#) that can be given any time — and they can result in media stories. In Wisconsin, the [Kiwanis Club of West Racine](#) placed an article about club elections and the recognition of a member with a Hixon Fellowship. In Barbados, the [new lieutenant governor of Division 27](#) of the Eastern Canada and Caribbean District was featured in a story. Media release templates are available to help your club with media relations.

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VOLUNTEER VALUE

Volunteers are important to every community. They're the ones who step in to help when children, seniors and others need them most. Kiwanis club members are known for the donation of their time — and it turns out time is a valuable service. A U.S. membership organization says every volunteer hour is worth US\$27.20. That makes Kiwanis club members' 19 million hours of service each year worth \$156 million annually. Share that information in your community to show your club's worth.

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LOOKING FOR STORIES

Kiwanis magazine is looking for members of the Kiwanis family who are on the front lines of the pandemic. Are you a nurse? A doctor? A scientist? An EMT? A teacher? A hospital worker? Other? We want to hear from you! Send your name, club name, hometown, brief description of how you're a part of the global COVID response team and a photo (selfies are fine!) of you in your line of work (while wearing a mask or PPE is even better!) to shareyourstory@kiwanis.org. We want to hear how you're doing and what you're doing!

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EXPERT ADVICE

Businesses are not alone in using the holiday season to tug at emotions while sharing their products and services. If your club has made changes to the way it meets and serves, your end-of-year social media posts are a great way to share that story. Business Wire has some advice on how to get it done.

[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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