Moving forward

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HOW TO HELP

Times are tough. Kiwanis club members want to help, yet uncertainty abounds. If your club wants to help and is unsure of what to do, try these tips to keep your club moving forward. Meet online. Recruit new members. Plan for a service leadership program like Key Club. There's plenty to do even if you can't get together. Because kids need Kiwanis.

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TELL YOUR STORY

Some Kiwanis clubs are in areas where fundraisers and projects have resumed and Covid-19 lockdowns have been lifted. In

Scottsbluff, Nebraska, Kiwanians are cleaning a park and in Kane County, Illinois, the Kiwanis Club of St. Charles is selling peanuts. And the Kiwanis Club of Swoyersville, Pennsylvania, is hosting a painting party for kids. Notify your local newspaper, radio or TV station when your club begins activities again.

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RETHINKING FUNDRAISERS

Fundraisers are among the many activities that have been cancelled due to COVID-19. Many events can't be successfully staged with social distancing requirements. Some clubs have found ways to hold fundraisers, including the Alpine Kiwanis Club in Rockford, Illinois. Its annual brat day has moved online, where supporters can simply make a donation. The Dodge City, Kansas, Kiwanis club also moved its 18th annual fundraiser online, while the Kiwanis Club of Lewiston, New York, has already scheduled its main fundraiser for next year. Make sure you notify local media of whatever decision is best for your club and community.

PLAYGROUND CONTEST TIME

Kiwanis International and partner Landscape Structures will again offer the Legacy of Play contest for the 7th consecutive year. The contest opens August 10. Check out the rules and regulations to see if planning a playground is right for your club and community. Learn how the Kiwanis Club of Barron, Wisconsin, made its decision.

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YOUNG LEADERS

Key Club and Circle K International both held [online conferences this summer](#) to offer inspiration, education and fun after their conventions were canceled. Both groups elected a president and vice president, and you can meet them by watching [Lunch with a Leader](#). If your club does not already sponsor a youth club, think about adding that option for youth.

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NEW PARTNERS BRING BENEFITS

These three new partners can bring value to your club — or to you:

[Colonial Flag Foundation](#), a new alternative for fundraisers. Clubs can connect with their communities in a new way while raising funds and honoring veterans and civil servants with Healing Field® and Field of Honor® flag display events, all of which allow social distancing during the events. (U.S. only.)

[PerkSpot](#), a one-stop online shop that offers savings in 25 categories — an ideal option for anyone who's being careful about their budget during the COVID-19 crisis.

[VSP](#), which offers vision care for employers, members, Medicare-eligible adults and Medicaid members. Kiwanis members have access to more than 68,000 VSP practices across all 50 states ready to provide eye exams, lenses and frames. (U.S. only.)

EXPERT ADVICE

Some days the news can be overwhelming. It's important for everyone to take some self care time, particularly if you are

working and trying to volunteer and help others. Here are some [tips from the experts](#) at Ragan's PR Daily.

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](#).