

Returning to service

Kiwanis International <communications@kiwanis.org>

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SPREAD THE WORD

Kiwanis clubs around the world are beginning to gather again. And they're sharing their stories on social media platforms and in traditional media. When your [club meets again](#), shares information about a [postponed or rescheduled event](#) or participates in a [service project](#), be sure to tell the public. There may be potential members waiting to join. Not sure where to start? Download the Tips and Tools booklet.

[DOWNLOAD](#)

HELPING THE STUDENTS

The pandemic has not stopped Kiwanis clubs from giving scholarships. Clubs continue to distribute money to help students in the next stage of their education. Check out these examples from the [Minnesota-Dakotas District](#), the [Kiwanis Club of Palm Springs](#), the [Freeport Lincoln Douglas Kiwanis Club](#) and the [Kiwanis Club of Greenwood](#).

[LEARN MORE](#)

WHAT'S YOUR SIGNATURE PROJECT?

Does your club participate in the [Kiwanis International Signature Project Contest](#)? Winners were recently announced, with top prizes going to a reading program, an online auction, a book shop and to help teens make good decisions. Learn about the Signature Project Contest so your club can enter next year. And check out the [2020 winners](#).

[LEARN MORE](#)

KIWANIS COUNCIL TO MEET

Candidates for the Kiwanis International Board of Trustees will be elected by the Kiwanis International Council, which will be convened Saturday, July 25, in Indianapolis, Indiana. This meeting will allow transaction of business that was to take place at the annual convention. The council members will elect the 2020-21 president, president-elect, vice president, three trustees representing the United States and Pacific Canada and one at-large trustee to the Kiwanis International Board. Announced candidates for those leadership positions can be reviewed [here](#).

[READ MORE](#)

DOWNTIME CLEANUP

The communications team at Kiwanis International had a communal chuckle when we read a story online about using the downtime during the pandemic to freshen your website, marketing materials and social media channels. We've been working just as diligently from home as we have in the office — but if your club has members with some free time, follow this [advice and tidy up](#).

[LEARN MORE](#)

EXPERT ADVICE

How can you give the answer you want to any question you're asked? Use a technique called "bridging": Take the question and frame it in a more positive way when you answer. The experts at Ragan's PR Daily suggest removing the negative connotation of the question and answering with neutral language so you can provide the answer you want listeners to hear.

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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](#).

SHOP NOW

20% of your purchase of select products through July 4 will support kids' greatest needs through the Kiwanis Children's Fund.



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