

News you can use

Kiwanis International <communications@kiwanis.org>

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To: Steven Hadt <shadt@kiwanis.org>



November 14, 2020



ONE MORE TIME!

As the public relations coordinator for your district, we rely on you to help us share Kiwanis news, events and important information. We want to leverage your strengths so you can help one another. That's why we want you to [complete this survey](#). The answers will give us a better idea of who you are and what you do best. And, as we move through the year, we'll ask you to share best practices and ideas on your area of expertise. We are planning educational training for convention — we just don't know yet if we'll be in person, online or a combination — and we hope you will be able to participate and contribute. If you have questions or concerns, please reach out via pr@kiwanis.org.

[START SURVEY](#)

SOCIAL MEDIA POLICY UPDATES

The Kiwanis social media policy has been updated and is [available online](#) for everyone to read. This policy is specifically for Kiwanis International Board of Trustees, governors, governors-elect and lieutenant governors. If your district does not have one, encourage your district leaders to use this policy, which was updated by the Kiwanis International Board of Trustees in October, as a starting point and make it a requirement that all members abide by it. You can use this [video](#) for any district training you conduct.

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PARTNER CONNECTIONS

Kiwanis has added new member benefits and partners during 2020, and we're eager to hear how your district is taking advantage of these opportunities. Do clubs in your district use long-standing partner [Kiwanis Warehouse](#)? Have any members in your district expressed interest in [Perkspot](#), the online one-stop shop with all kinds of discounts? Our new benefit, [VSP](#), offers vision plans and more for members. If you have success stories about how these resources have benefitted Kiwanis members, clubs or districts, please send them to pr@kiwanis.org.

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YOU CAN DO IT

While some Kiwanis club activities have been limited by the coronavirus pandemic, some clubs have found ways to meet, fundraise and celebrate online. Watch [Lunch with a Leader](#) to get ideas and inspiration for your members and clubs and learn from members who are fundraising, planning events and having fun. The most recent video features a Cops 'N Kids reading program

being undertaken in the [Wisconsin-Upper Michigan District](#) of Kiwanis.

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STAYING SOCIAL

Have you seen the Kiwanis social media squares that feature colorful illustrations of kids with a hopeful message? We call these our “do-gooder” social media squares, and they are available for members, clubs and districts to use on all social media channels. These images are sized for Facebook, Twitter and Instagram and are [available online](#). You can also download posts and tips and

learn the size requirements for graphics on all social media platforms.

[GET STARTED](#)

MEDIA HITS

If your club is among those that can meet, raise money or help kids in your community, make sure you share that news on your social media platforms and with local media. Recent examples of stories shared on media sites include the [Kiwanis Club of Broussard/Youngsville](#) that will staff a food drive for Thanksgiving; the [Kiwanis Club of Greater Ouachita](#) that will hold its 65th annual pancake day with drive-through options to maintain social distance; and the [Bernardston Kiwanis Club](#) that will resume chicken pot pie dinners in a take-out format. If your club is sponsoring an event or fundraiser, send details and photographs to pr@kiwanis.org.

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SUPPORT YOUR SLPS

Students in service leadership programs need your support more than ever. Many students are learning at home while others are in a hybrid learning situation. Still others are in school and can hold Key Club, Builders Club or K-Kids meetings. No matter the situation, make sure the students in your youth programs are recognized. The Norwalk Kiwanis Club recently honored three students of the month for November: the [Union-Endicott Key Club](#) assembled goodie bags for patients with cancer; and the [Terrell Academy Key Club](#) helped a local animal shelter find new homes for pets. Check out the [Kiwanis Tips & Tools](#) resource for information on how to share your club's news.

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HAPPY ANNIVERSARY

The Kiwanis International 106th anniversary is right around the corner — in January 2021. If your Kiwanis club or district is celebrating its anniversary, use the [digital materials](#) created to share the ways you help children in your community. You can request a custom logo, find a media release and get custom graphics for your social media platforms. Happy Anniversary!

[LEARN MORE](#)

EXPERT ADVICE

When sending a story pitch to a reporter, editor or blogger, it's important to make a good first impression — and get your email opened! [Follow these tips](#) from Ragan's PR Daily to get your email from in the inbox to the screen or in print.

[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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