

Help your club!

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Thu 9/24/2020 11:01 AM

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September 24, 2020



ANNOUNCE THE LEADERS

Has your club elected new officers? Be sure to share that news with local media – and on your club’s social media channels. The [Kiwanis Club of Christiansburg](#) in Roanoke, Virginia, placed a story and photo announcing new leaders, and [Sara Kahn](#) and [Teryanne Nguyen](#) announced their new roles on LinkedIn. Read about [Bert West](#), newly elected Kiwanis International vice president, who was interviewed by his local paper, the Pikes Peak Courier. Click the Learn More button to get a media release template to announce your club’s new leaders.

[LEARN MORE](#)

KIWANIS ONE DAY OPPORTUNITIES

Despite the pandemic, many clubs have identified activities and events for Kiwanis One Day — the day on which the Kiwanis family of clubs around the world joins together to improve communities.

This year, One Day is Saturday, October 24. At a time when safety and social distancing are so important, check out these ideas and see if something similar would work for your club:

- The Kiwanis Club of Arc-en-ciel and local young people will make visors to protect against COVID-19. The visors will be distributed to local families in the Eastern Canada and Caribbean District.
- The Kiwanis Club of Temecula Valley, California, will work at the Ronald Reagan Sports Park in Temecula. The club maintains a small Kiwanis park inside the city greenspace with a bench, trees and roses and walkway.
- The Kiwanis Club of Oakmont, in the California-Nevada-Hawaii District, will package food at a local food bank. They'll work with Key Clubs from Montgomery and Maria Carrillo high schools.
- The Kiwanis Club of Nakawa, Uganda, in East Africa will donate face masks, food, clothes and toys to a local home for children with cancer. Members will also visit the Uganda Child Cancer Foundation.
- In the Indiana District, the Kiwanis Club of Carmel will help a local nonprofit prepare for its annual Coats for Kids drive.

Click the Learn More button below to find out about One Day and take our survey to let us know what your club is doing!

[LEARN MORE](#)

KEEP IT FRESH

When you're creating or updating your club's website, it's important to think about what visitors want — and need — to know. Get useful tools and tips, including content ideas, image recommendations and technical considerations for your online spaces.

[GET STARTED](#)

MEETING MESSAGES

Struggling to find topics for your club meetings or looking for ideas for service projects? Want to keep your club's presence known in your community? We have ideas for you!

Check out the videos Kiwanis has produced for the Lunch with a Leader series. The videos play on the [Kiwanis International Facebook page](#) at 1 p.m. ET on the second and fourth Wednesday of every month. New this month is Virtual Key Leader, one of the most talked-about programs for youth. Now it's online and free. Check out the videos on Virtual Key Leader, online fundraising and how to increase membership.

[LEARN MORE](#)

SHOW YOUR KIWANIS PRIDE

If your old Kiwanis T-shirt is a bit tight, or you want to carry your groceries in a reusable bag, check out the [Kiwanis Family Store](#). The website has a fresh new look and features hundreds of products to support your club. Branded items range from literature and recognition materials to gifts and project supplies. You can also find new items such as face masks, jewelry and apparel.

A portion of all merchandise sales is returned to Kiwanis International to help club members improve their communities and the lives of children around the world. It's just one more reason to shop at the [Kiwanis Family Store](#) and [ShopKiwanis.com](#).

YOUTH PROTECTION WEEK

As your club plans future meetings, consider dedicating a session to youth protection. [Kiwaniis Youth Protection Week](#) is October 5-9, and it's a great opportunity for members to learn about the 24-hour helpline for reports of incidents, situations or behaviors that might put a youth at risk.

The 866-607-SAFE (7233) helpline can be used by Kiwanis members, advisors, members of all Service Leadership Programs, faculty advisors, parents or anyone who thinks a youth involved in Kiwanis is at risk. The line is staffed through our partnership with Praesidium, a leading safety expert in the United States.

Youth Protection Week is also the perfect time to review youth protection training and understand the importance of background checks for members who work with kids.

[LEARN MORE](#)

EXPERT ADVICE

There's so much news every day that story placement can be a challenge. Check out what the retail company REI did: Instead of selling tents and camping gear in an ad or a social post, they promoted content about camping and the benefits of being outdoors.

Think about that strategy when you promote Kiwanis. Instead of inviting people to a meeting, ask whether they like to help kids or want to be part of a community that works together — and whether they'd like to attend a service project or online fundraiser.

[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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