

It's time to celebrate!

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CELEBRATE COMMUNITY

Every year on the fourth Saturday of October, Kiwanis clubs around the world are encouraged to work together on [Kiwanis One Day](#) — a day set aside for service projects to better communities and provide time for the Kiwanis family of clubs to show their strength.

This year clubs have another option. Kiwanis, along with Rotary International, Optimist International and Lions Clubs International, are offering an opportunity to participate in [Celebrate Community](#) and work on a project together. The four major service clubs are encouraged by their leadership to focus on community service during the week of October 10 – 16.

“Kiwaniis clubs can reach out to local Rotary, Lions or Optimist clubs and determine if there’s a project they can all work on to make an impact on their community,” says Stan Soderstrom, executive director of Kiwanis International. “We believe this joint effort is a great way to showcase service and give community members an idea of how our clubs help the community. We hope our members will reach out to members in other clubs and find a project they can work on together.”

More information about the joint effort will be sent to district and club leaders next week. This is your sneak peek at what’s to come!

Suggestions for projects include:

- Environmental projects
- Food insecurity / hunger projects
- Health and wellness projects
- Education and literacy

Clubs that have already planned One Day projects should certainly proceed with those, Soderstrom says.

[READ MORE](#)

CELEBRATE CONVENTIONS

It’s that time of year – district conventions are being held as Kiwanis members elect new officers, get updates on projects and return to networking and service projects.

The Nebraska-Iowa District covered its convention in a [special newsletter](#) posted online.

The Missouri-Arkansas District received coverage of its convention in a [local newspaper](#), and the New York District provided updates on its [website](#), both great ways to get information to existing and potential members. Click the button below for an example of a promotional convention website.

[CLICK HERE](#)

CELEBRATE NEW CLUBS

If a new club opens in your district, city or town, make sure that club publicizes the meetings and projects. Offer to help with a media release, a website or a Facebook page.

The new [Kiwanis Club of Winter Garden](#) in West Orange County, Florida, announced its opening by focusing on what it will do — help kids.

They even noted a service project they'd already completed with a local nonprofit.

They participated in a cleanup day on the West Orange Trail and took part in a Build Saturday with West Orange Habitat for Humanity, and they are planning a sandwich-making day and clothing collection for Matthew's Hope.

[LEARN MORE](#)

LEAVE A LEGACY OF PLAY

The eighth annual [Legacy of Play contest](#), sponsored by Kiwanis partner [Landscape Structures \(LSI\)](#), is now open. It's easy to enter through September 10, 2021. Simply submit your club's playground proposal on the official contest page. The winning Kiwanis club will receive US\$25,000 in playground equipment.

[GET STARTED](#)

EXPERT ADVICE

You've pitched your service project, anniversary event or new club meeting to the media. Now it's time to follow up with the reporter. Cision, a media services provider, suggests waiting two to three days to follow up, giving the reporter time to review the pitch. One check-in is enough but don't be discouraged if your pitch isn't picked up. Refine your writing and make the pitch more exciting next time. Also, do your homework. Find out if the reporter you reached out to covers the stories you're sharing. If not, look around and find out who does.

[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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