

Get ready for a new year 🎉

Kiwanis International <communications@kiwanis.org>

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To: Steven Hadt <shadt@kiwanis.org>



January 28, 2021



MAKE YOUR PHOTOS SHINE

Research makes it clear: when it comes to charitable causes, people most want to help kids. And photography is our greatest ally in distinguishing Kiwanis from other organizations that help children. When executed with care, photos can capture candid moments of kids being kids — curious and playful and loving, messy and fearless and wild. Photography can also show how Kiwanis lets volunteers experience those sweet and silly moments that make service so rewarding.

Check out [free photos](#) you can use. And learn more about photography on page 22 of the [brand guide](#).

[GET STARTED](#)

AMPLIFY YOUR SKILLS

You're good at what you do — but you know there's room for improvement. Consider [Kiwaniis Amplify](#), a new online program to help you improve your career, your community and your Kiwanis club. Topics include leadership qualities, communication, event planning, promoting diversity, working with others and sharing a message — all critical to being a good leader. See if Amplify is right for you.

[LEARN MORE](#)

KEEP UP THE GOOD WORK

The pandemic has showed us that kids need Kiwanis more than ever — and that we need to be flexible and find new ways to serve. Check out the resources we've prepared to help clubs navigate uncertain times and find inspiration when plans are upended.

[CLICK HERE](#)



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PROTECT THE BRAND

It's important to make sure our brand and trademarks are used properly. That's why Kiwanis requires vendors to obtain a license when they prepare products with any Kiwanis family logo for your club. Licensing helps protect our brand — ensuring that we will be here to help children and provide opportunities through our youth programs for years to come.

[LEARN MORE](#)

IMPORTANT DATES

It's time to update your Kiwanis calendar for 2021. Check out these [important dates](#). We also have special-event dates and related [social media assets](#) for your club and district to download and use.

LUNCH DATE

Be sure to watch our Lunch with a Leader video series on the second and fourth Wednesdays of each month. Watch sessions [live on our Facebook page](#) or catch them later [online](#).

Do you have a topic you think we should explore? Send your suggestion to pr@kiwanis.org.

[LEARN MORE](#)

EXPERT ADVICE

What are the top communications skills needed for 2021 — and how has a focus on the pandemic change them? Communicators must excel at writing, of course, but they also need to know a bit about psychology, bridge-building and data. Learn from the experts at Ragan Communications.

[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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