

Tell your club's story

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MAKE PLANS TO PLAY

Many cities and towns are returning to pre-pandemic gatherings. Social distancing requirements and guidelines differ from place to place, but clubs can still plan for the future. As we approach the annual Kiwanis and Landscape Structures Inc. [Legacy of Play contest](#), it's a perfect time for clubs to determine whether a playground is right for their community. Clubs that have projects underway can enter the Legacy of Play contest. Clubs that are beginning the process can learn from other clubs' efforts. And any club can take a [virtual field trip](#) as they begin the discussion of a new playground.

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WHAT TO DO?

Clubs that are meeting in person — inside or outside — need to follow local health guidelines regarding masking and social distancing. The [Kiwanis policy on precautions](#) is on the website and will be followed at the [Education and Leadership Conference](#) in Salt Lake City, Utah, later this month.

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A FAMILY AFFAIR

Kiwanis clubs and youth programs can achieve great things when they work together. In Peoria, Arizona, [two Kiwanis clubs](#) are working with student clubs on a community garden. The project benefits the students and community residents. In New Jersey, the Kiwanis family of clubs turned out for an [inaugural Key Club Scholarship Walk](#) for the Northfield-Linwood Kiwanis Foundation. Two Key Clubs, an Aktion Club and a Kiwanis club raised more than \$3,500 for scholarships for Key Club members. Be sure to send a [news release to local media](#) when your clubs work together to raise money or provide service to the community.

SELL THOSE SPONSORSHIPS

Clubs that continue to offer hybrid meetings — a combination of online and in person gatherings — can use the virtual meeting format to raise money. For example, the [Kiwanis Club of Indianapolis](#) in Indiana sells monthly Zoom sponsorships that include an ad in four weekly newsletters, the opportunity to share an infomercial to the Zoom audience once a month, a chance to be recognized by the club president and have content in the chat feature. Want to know more? Check out their [spec sheet](#).

[LEARN MORE](#)

ANNOUNCE NEW LEADERS

Remember, club officer elections are a great time to share the names of new leaders. The [Kiwanis Club of Arlington](#) placed a short release about new club officers. Not sure where to begin? [Download a news release template.](#)

EXPERT ADVICE

For those still using a computer's built-in camera for virtual meetings, Ragan Public Relations offers some [meeting tips](#) that go beyond using a good ring light. Remember to look at the camera, create a good background, allow time in between calls to recover and make time for small talk to be sure your fellow callers are coping! [Download our Kiwanis tip sheet](#) on how to make the most of a virtual call.

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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