

Get back in the game

Kiwanis International <communications@kiwanis.org>

Thu 5/27/2021 10:01 AM

To: Steven Hadt <shadt@kiwanis.org>



May 27, 2021



## PROMOTE KIWANIS SCHOLARSHIPS

Does your Kiwanis club award scholarships to graduating high school seniors? Let people know! Send a media release about the students, the scholarships and how your club raises the money. Follow the examples set by clubs in [Pecan Valley, Texas](#), which recently awarded four US\$1,000 scholarships; the Kiwanis Club of [Port Orchard, Washington](#), which awarded 11 students \$27,500 in scholarships; and the [Downey Kiwanis Foundation](#) in Downey, California, where 37 students shared \$110,000 in scholarships. No matter the amount, share the information with local media.

And remember: [Kiwanis Children's Fund scholarships](#) are also available for Key Club International and CKI students.

## PR ASSETS FOR CLUBS

As communities lift COVID-19 restrictions, clubs are getting active again. Where do you begin? With your club's website? Social media platforms? Newsletters? Kiwanis International has all you need to update your virtual presence. Download the [PR Assets for Clubs](#) presentation and find out where to get what you need to tell your club's story.

[LEARN MORE](#)

## LEAVING A LEGACY

The eighth annual Legacy of Play contest, sponsored by our partner Landscape Structures (LSI), will launch on August 10, 2021. One winning Kiwanis club will receive US\$25,000 in playground equipment. In addition, any club that enters and continues its project plans with LSI will receive a complimentary [OmniSpin® Spinner](#), valued at US\$8,500.

And there's more: In early 2022, Kiwanis and LSI will launch another contest for a Kiwanis club to receive an [Aquatix® AquaSmart™ Package splash pad](#), valued at up to US\$50,000. Start planning now!

[LEARN MORE](#)

## SHOW YOUR WORK

Food is a necessity — but millions of families around the world face food insecurity. Kiwanis is always there to help. If your club has a food project, share it with local media.

Follow the examples here: In Virginia, the [Kiwaniis Club of Staunton](#) repurposed its concession stand to give away food; in Florida, the [Kiwaniis Club of Lady Lake](#) used a grant from the Kiwanis Children's Fund to make sure families had food, paper goods and hygiene items.

Be sure to share the efforts of youth programs such as Key Club. Some Kiwanis clubs did, and look at the results: The [Key Club at Woodstock North High School](#) in Illinois volunteered for and completed food drives for local food pantries; the [Mauston High School Key Club](#) in Wisconsin raised nearly US\$28,000 for a local food pantry; Key Club members at Bloomfield High School in New Jersey donated nearly 230 boxes of cereal to a local food pantry; and [Roosevelt High School Key Club](#) members in Oregon delivered groceries to seniors who were nervous about venturing out in the early days of the pandemic.

## PROJECT A GOOD LOOK ONLINE

If your club is one of many that is holding hybrid events or is still meeting online, make sure you're projecting your best self. Follow these [tips](#) from PR Daily.

[LEARN 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](#).

**YOU ARE  
HERE.**

**EVEN IF YOU  
CAN'T BE.**



**ELC**  
— in —  
**SLC**

**EDUCATION & LEADERSHIP CONFERENCE**

3636 Woodview Trace, Indianapolis,  
IN 46268-3196 USA

1-800-549-2647 | 1-317-875-8755

[Manage your email preferences](#) | [Unsubscribe from our list](#)

