

## Helpful hints for returning to service

Kiwanis International <communications@kiwanis.org>

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To: Steven Hadt <shadt@kiwanis.org>



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## MEMBERS, MEMBERS, MEMBERS

What is your club doing to attract new members? Does your club have experts, communicators, connectors, social butterflies or number crunchers? All are vital to a successful club. When you're looking for new members, identify friends, family and colleagues who could help fill those roles. [Learn how to identify new members](#) — and invite them to become members of your club.

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## ON THE REBOUND

From pancake breakfast fundraisers to holiday parades, clubs are planning and raising funds for seasonal events. For many, it's a

long-awaited return to in-person engagement with their communities.

In Georgia, the [Kiwanis Club of Dalton Pancake Day](#) will return this year, raising money for Key Clubs, Dalton State CKI, Boys and Girls Clubs of Northwest Georgia and a local day care center. In Tennessee, the [Spring Hill Kiwanis Club](#) will bring back the annual Christmas parade. The [Foley, Alabama, Kiwanis Club](#) is also sponsoring a Christmas parade, promising to make it the biggest event the club has ever had.

Whether your club sponsors events or offers its own fundraiser, be sure your promotions include notices to local media.

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## CELEBRATE COMMUNITY – AGAIN

If your club participated in a [Celebrate Community](#) event with other volunteer service clubs, be sure to [share that here](#). All four major service clubs – Kiwanis, Lions, Optimist and Rotary International – expressed an interest in continuing the partnership next year. Club members can begin planning for next year by connecting with members of other clubs and learning about common interests and service projects.

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## LEARN FROM YOUR PEERS

Are you or your club a member of Kiwanis International's private Facebook group? It's an online place to share service projects, meeting ideas and good news — and it's a great way to learn how other clubs around the world are helping children and serving their communities. You can ask to be admitted to the group – Kiwanis membership will be checked before admission.

[APPLY NOW](#)

## EXPERT ADVICE

What's the best way to contact a reporter? If you think it's email, think again. Most reporters are now on Twitter, the social media platform that provides the fastest way to get and share news. Find out whether your local reporters are on Twitter. Then follow these tips from Ragan's PR Daily to build a relationship with them and get your events covered.

[READ MORE](#)

## ENJOYING BUZZ BUILDER?

Buzz Builder is an email newsletter sent to district PR coordinators, club public relations chairs, Kiwanis leadership and other members who have subscribed. 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](#).

3636 Woodview Trace, Indianapolis,  
IN 46268-3196 USA

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

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