

## Tell your Kiwanis story

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## TELL YOUR KIWANIS STORY

The Kiwanis Club of Lumberton, North Carolina, made certain to recognize new members and recently elected officers with a story in the [local newspaper](#). The outgoing president offered some remarks, touched on highlights of the past year and noted a former club president who is now a governor-elect. In [Conway, Arizona](#), the local Kiwanis club introduced new members and named the Kiwanian of the Year. And in Oklahoma, the [Chisholm Trail](#) club submitted a photo of new leaders to the local paper. Make sure your club shared new officers and awards using our [news release template](#).

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## MEETING KITS ARE BACK

Updated meeting kits are ready for Key Club, Builders Club and K-Kids to use — including icebreakers to help get ideas going. Make sure your youth club advisors are aware of these kits, and be sure to share projects the students complete. You can check out all the meeting kits online:

- [Key Club](#)
- [Builders Club](#)
- [K-Kids](#)

## KIWANIS ONE DAY

Did your club participate in Kiwanis One Day or work with another club during the recent Celebrate Community initiative? Be sure to share those projects on your social media! Also send photos and a synopsis of your event to [pr@kiwanis.org](mailto:pr@kiwanis.org).

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## ALL IN THE FAMILY

[Peter Mancuso](#), 2021-22 Kiwanis International President, and his brother, Jim Mancuso, both hail from the same Kiwanis club. If your club has elected officials — or members in the same family — share that story on your social media channels or with local media. In the meantime, learn about Peter and Jim and how they hope to make a mark on their community and the world.

[CLICK HERE](#)

## EVERYTHING YOUR CLUB NEEDS

As communications professionals at the district, division and club levels, you can remind fellow club members of the duties, responsibilities and resources available to them. From education and membership tips to convention plans and social media, Kiwanis has you covered — with tips, documents and instructions on how to get it done.

[CLICK HERE](#)

## TIPS FOR OP-ED PUBLICATION

Newsrooms have suffered the same fate as many other businesses: They're short-staffed, with little time to report on local news. Clubs have often relied on op-eds or letters to the editor to share their clubs' stories. If you are having difficulty getting those pieces in the news, follow this advice from a public relations expert.

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## 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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