

Ready for the new Kiwanis year?

Kiwanis International <communications@kiwanis.org>

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To: Erin Cozad <ecozaad@kiwanis.org>



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HAPPY NEW YEAR!

The new Kiwanis year begins on October 1 — and you can help your club get ready. Share club resources and a handy checklist of things members can do to make 2021-22 the best year ever. Remember to post your club's activities on social media, and let local media know about service projects and fundraisers.

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OUR CONTINUUM OF IMPACT

Kids need Kiwanis. Now we've defined our commitment to them. As determined by the Kiwanis Children's Fund, the three causes

that Kiwanis club members' activities support are:

- Health and nutrition.
- Education and literacy.
- Youth leadership development.

Of course, each cause is important. But these causes, all together, form a *continuum* of impact. The work we do in each one helps provide a head start on success in the next — making sure kids are ready to learn and ready to lead.

Learn more! [Watch the most recent Lunch with a Leader](#), featuring Norm Velnes, president of the Kiwanis Children's Fund, and Pam Norman, Kiwanis International's chief philanthropy officer.

[CLICK HERE](#)

GET STUDENTS BACK TO SERVICE

Does your club sponsor a Service Leadership Program? Did a youth club you sponsor pause during the pandemic – and is it ready to start again? Kiwanis Youth Programs team is ready to help!

With our [new Homecoming program](#), you have tips, tools and resources to help reactivate and reengage them.

As students get back to school, do your part to help get them back to service. Learn more about Homecoming today!

[LEARN MORE](#)

CELEBRATE COMMUNITY

On the fourth Saturday of each October, the Kiwanis family of clubs around the world work together on [Kiwanis One Day](#). It's a day set aside for service projects that improve communities and

show the Kiwanis family's worldwide strength.

This year, Kiwanis clubs have another option: [Celebrate Community](#). During the week of October 10-16, Kiwanians can join local members of Rotary International, Optimist International and Lions Clubs International to serve their community together.

Celebrate Community launches this year with a focus on community service. Reach out! Contact local Rotary, Lions or Optimist clubs and determine whether there's a project you can all work on.

[Find details and download a media release template](#) to share your project.

[GET STARTED](#)

TIPS TO TELL YOUR STORY

In Crookston, Minnesota, the local [Kiwanis club prepared duffel bags](#) with items for children entering foster care. And in Tahlequah, Oklahoma, [Kiwanians support public schools](#) with supplies to produce Honor Roll cards for students. They also support Court Appointed Special Advocates of Cherokee County. In Lewiston, New York, the [Kiwanis club supports a children's hospital](#) and a local fire department.

What do they all have in common? They all serve kids — and they all share their stories with local media. Read [Kiwanis Tips & Tools](#) to see how you can do it too!

[READ MORE](#)

BE A KIWANIS BRAND JOURNALIST

Most large companies have “brand journalists” who write stories

and media releases about their products and services. When you write newsletters, social media posts, web blogs and media releases, you are essentially a brand journalist for Kiwanis. Find out what you need to know from the experts at Ragan Consulting.

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HOW TO KEEP INVITING PEOPLE

Just because your club is meeting online doesn't mean you can't invite guests to a meeting or host a membership drive. Here are some ideas to boost your club's membership.

[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](#).

3636 Woodview Trace, Indianapolis,
IN 46268-3196 USA

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

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