FREE (and inexpensive) apps & tools
Do you ever feel like this? Between writing, photography, social media and video, people in public relations have a LOT on their plates. Especially volunteers. Today, we're going to talk about how to make the quality of your work better without making your life harder.
The Rules:

- Phones, tablets, laptops – let’s see them!
- Sharing is caring

1). This is a presentation about apps and digital tools – break out those devices! Please play along.
2). If you know of a life-changing app, trick or tool, SHARE it with the group. I hope to learn as much from you today as you learn from me.
First, and this will change your life, kiwanis.org/brand. All the tools and templates you need are here. All you need to do is customize them to your club.

THANK YOU to KI for providing this. This was a lot of work for them.

Before we dive in, why is this important?
A strong brand equals a strong image, and we want our image to project that we work with kids. And the more members we have, the more kids we can help.
I want to dive into a couple of these for you.
First, photos. Certainly, you can use photos of your own members and club projects. However, maybe you don’t have what you want. Maybe the dog ate those digital files, I don’t know.
KI has cute kids, cute grandpas and beautiful Kiwanis members. Can you think of fun ways to use this?
I see tons of applications.
Social media for example:
Yes! We sold 1,000 Pancake Day tickets. Thank you!
Or –
Or no – we haven’t made our goal yet. Can you help?
News templates!
Here’s a few for you to consider customizing and sharing on your website, with the media, newsletters, etc.
Look – there’s even one about members attending the international convention!
Has anyone here ever used Canva? I hope so. Canva is a great tool and only getting better. You can use it for design – whether it’s a custom-size or a premade one like postcard, Facebook cover photo, etc. You can also use it for light photo editing.

One of the cool things about Canva is its stock photos and templates. You can use what they’ve created and make it your own. You can use one of thousands of stock images and designs. Some are free. Some are $1. Available online or in the app store.
Photoshop is expensive and takes LOTS of time to learn. I’ve used Photoshop for more than a decade and I’m STILL learning all the tricks a features.
PicMonkey is perfect for volunteers like yourselves. You can edit photos, add text, remove blemishes (not that any of you have any)... 😊
PicMonkey is easy to learn, easy to use. It has a paid version, but I would anticipate you all could accomplish most of what you needed with the free version.
It’s available online or in the app store.
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Fiverr is one of the best things to come out of the gig economy. You can hire people to do small (or big!) projects for you. I’ve hired artists to do videos, like this one, for less than $150.

I’ve also hired professionals to do voice over work for us.
Stock images are handy for flyers and brochures. They step up the game of ordinary Pancake Day ads.
A simple search for “Pancake: yielded about 50 results.
Purchased stock photos cost ~$30 or so. These are free, for any purpose.
Here’s another free photo site, Unsplash. I searched “children” and now have more than 2,000 images to chose from. Keep your community in mind when selecting images so the pictures are reflective of the audience you serve.
YouTube is much more than a place to upload and store photos. You can also edit video on YouTube, complete with special effects, sound and even free background music. Purchasing music can cost anywhere from $19 to $1,900 so this is a great tool for anyone brave enough to try video editing.
iMovie on your iPhone is another opportunity to make videos quickly and inexpensively. iMovie also offers ready-built templates, music, etc. Just remember your Kiwanis brand standards 😊
One tool worth the small investment is a microphone. It upgrades the quality and professionalism of your video. I bought this for $18. Today, I use it for Kiwanis and work.
Dropbox is a great tool for sending large files like video and PowerPoints. These presentations, for example, I Dropboxed to Kiwanis International 😊
If This Then That is a huge time-saver. It automates your work. For example, if you want every Facebook post to also publish to Twitter, you can do that. Keep in mind – your Facebook and Twitter audiences are different, so you may not ALWAYS want to rely on this, but it is handy for many applications.
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What are your favorite apps?
So again, why is this important?
A strong brand equals a strong image, and we want our image to project that we work with kids. And the more members we have, the more kids we can help.
Hands in team.