Hello everyone. Welcome to today’s webinar. Today’s topic is finding PR success in the new Kiwanis year. It’s a new administrative year with new leaders, new ideas, a renewed focus on the club and renewed energy. Let’s take that excitement and get attention for our projects and good deeds, which can attract new members to our clubs.
Tell your club’s story

- Techniques, tools & templates
- Best practices
- Implementing your plan

Today, we’re going to discuss the techniques, tools and templates Kiwanis International has available for clubs and districts to use to help tell your club’s story.

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We’ll look at best practices for using those resources.

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And, then we’ll talk about implementing your plan.
But the first step before doing any PR planning is doing your annual club assessment. Survey your members and analyze their responses to discover fundraising, service and fellowship opportunities based on what your members love.

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Every Kiwanis club is different. The needs in every community are different. Use the Achieving Club Excellence tools to learn your club’s strengths and weakness—its opportunities and threats. The ACE toolkit includes exercises designed to create dialogue, gain perspective and lead to insightful questions that will help your club remain relevant, impactful and strong.

Once you analyze your club’s efforts, you’ll be able to understand the impact it is making. That will let you start to tell the club’s story to the media, to potential members, to potential
partners and even current club’s members.
But, before you start communicating that message, you want to make sure your club’s brand matches the Kiwanis International brand to avoid any confusion among your audience. We recommend that you do a communications and brand audit.

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The first step is taking a look at your club’s logo. It might seem like a little thing, but the logo is how people quickly identify the club is part of the Kiwanis organization. If you are still using the oval, birdcage-globe looking logo—or another design that doesn’t match our brand—change it out for the current Kiwanis logo. You can find the standard Kiwanis logos at Kiwanis.org/logos. There are all different styles and file formats available for you on the website.
We also can create a suite of logos customized with your club’s name for free. The logo package comes in various styles and file formats. These logos will follow all brand standards so you don’t have to worry about that. It takes a few weeks from start to finish, so plan for that. Clubs can request a custom logo at Kiwanis.org/customlogo. You’ll want to update your logos on any internal or external communications and channels so that you are identified as Kiwanis.
After you determine your logo is brand compliant, take a look at your club’s website. Is it up to date with information about when and where you meet? Does it have contact information? Are your service projects listed? If you don’t have a website, you should think about getting one. Because, as you know, before you go and do something for the first time, you Google it to see what to expect. You should expect potential new members to do that as well. They want to know something about the club before they even commit to coming to a meeting. So get your website ready like you are getting ready for a first date. You want to look good and show off your awesome characteristics, but you still want to be authentic and real.

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We have tips on how to do that on our website. Go to
Kiwanis.org, click member resources at the top right corner,

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and then go down to club website. There’s information about what should be on your site, along with content suggestions and image specifications. There, you can also learn more about our partner, PortalBuzz, and all the website services they offer clubs.
We’re almost there, but we’re still not done yet with our communication’s audit. Before you start telling your club’s story and getting increased attention on how you’re improving the community, take a look at your club’s social media. Some people will Google your club name. Other’s will search for it on Facebook. Is your contact information correct there too? Is the information about when and where your club meets accurate? When was the last time your club posted? Make sure there are posts and pictures from your last service project. Use your social media channels to show how fun and active your clubs is. Don’t know what to post? Use the material we have created for you.

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There are the Kids Need Kiwanis videos, ready-to-run social
media cover photos and “social media squares” that are right-sized and ready for you. You can find it all at Kiwanis.org/brand.

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We have more ideas and useful, specific tips for many of the social media channels on Kiwanis.org. Go back on the member resources page and scroll down to social media.
Now that you’re done with your communications audit, you can start telling the story of the awesome things you’re doing to help the children in the community. It’s always easier if you have a place to start. And a good place to start is with one of our news release templates. We have templates available for pancake events, a service project, a playground event, Kiwanis One Day, a donation to a local organization, the announcement of a new club and the election of new club leaders. Even though some of these events won’t get covered in bigger communities, we have seen a lot of success in smaller communities and in media outlets that have a hyper-local focus.

And remember, the template is pretty generic so that it can be used in a variety of ways. But it’s a good place to start. We will

 Tell your story

• Start with our templates

SAMPLE NEWS RELEASES, PROCLAMATIONS AND LETTERS TO THE EDITOR

Sample news releases

Whether you’re hosting a pancake event, installing new officers or announcing your next service project, we’ve developed these news release templates to help you promote your club.

• Pancake event
• Installation event
• Neonatal parent event
• Kiwanis One Day
• Kiwanis Senior Week
• Regional Kiwanis announcements
• New club officer announcements
• New district president elected
• New club author
• Kiwanis International convention attendee
never be offended if you take one of these news release
templates and make it better for your club’s pitch. Rewrite the
sentences to focus on how the club is helping the community.
Rewrite the words to show how the club is a benefit to children.
You’re going to receive more attention when you take the focus
off the club and put it on the people you helping.
When you have your news release ready to send, find the reporters who cover philanthropy, community service and children’s issues. Reach out to them, send them the release and let them know what the club is doing. Reporters are busy. We hear from them all the time about wanting to cover our cool events, but they say they can’t because no one told them. So if you want media coverage, you have to tell the media about your events. Sometimes you’ll score some coverage. Sometimes you won’t.

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And while media relations is a part of our job in public relations, we do more than just work with the media. We relate to and engage with the public in many different ways. So that take news release you just wrote, rewrite it into a story and publish the story on your own social media channels. Then
have club members share the story with their networks. You would be amazed at the amplification you story will get. Don’t forget to post the story on your club’s website. You can even post your club’s news on community forums on Facebook. While media attention is great, there are lots of ways to get attention for the good deeds your club is doing for the community.
Since you are a public relations mastermind, you’re bound to get asked to create a brochure for your club. Here’s another place where we can help. Back on the member resources section of Kiwanis.org, there’s a section called communications. When you click there, you have access to Kiwanis brochures and templates.

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When using the material we created, you can be sure it follows all brand guidelines and standards. There are different options available. Just choose the one that works best for your purpose. There are some options where we’ll print the brochures and send them to you, for free. So check that out.
So how do you implement your PR plan?
You set your goals.
Define your tactics.
Carry out your plan.
Measure the results.
Refine your tactics.
Do it again and just keep going.
You’re creative, smart, and gosh-darn it, people like you.
And, we’re always available for consultation. Just email us at PR@Kiwanis.org.
So today, I hope you learned about the tools we have available for you. I hope you picked some tips on the best ways to use those tools and have the courage to do it.

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We’ll now open the mic for some questions.
Let’s open the mics and take some questions.
We’re still deciding on the topic for our next webinar. If you have a suggestion, email me or Vicki at PR@Kiwanis.org... But we do know the webinar will be the first week of November. We’ll send out some options for a time to the PR Coordinators and the option that gets the most vote wins the webinar. We hope to see you then.