Media Release Templates

New club opening/club boost event with social media posts

**HOW TO PLACE A MEDIA RELEASE**

**Use the media release templates below (pages 2 and 3) to publicize your club opening or club boost event.**

* Check the websites of newspapers and radio and TV stations in your community. They often have forms that you can complete to submit a media release online.
* Call the newsroom and ask for the email address of the newsroom or of a reporter who covers local events. Ask how much advance time the media outlet needs to have the information included online or in a printed newspaper.
* Customize the media release by adding your club’s information to the examples that are CAPITALIZED.
* Email the media release in the body of the email — not as an attachment.
* Include the three ### at the bottom of the release. That lets the news outlet know it’s the end of the story.
* Invite the media outlet to cover the event with a reporter and/or photographer.
* Ask if you can submit a photo or summary of the meeting after it’s over.
* Read the Kiwanis International Tips & Tools guide on Kiwanis Internationals’ website: [kiwanis.org/wp-content/uploads/2023/11/pr-tips-tools1.pdf](https://www.kiwanis.org/wp-content/uploads/2023/11/pr-tips-tools1.pdf)

**Club boost media release template:**

**Join community members to find out how you can help local kids**

CITY – Community members interested in meeting the needs of local children, networking with peers and connecting with like-minded individuals are invited to learn about the Kiwanis Club of NAME on DATE.

The club will host an open house (OR SERVICE PROJECT OR WHATEVER EVENT) from TIME RANGE, DAY DATE, at LOCATION. (EXAMPLE: FROM 6 TO 8 P.M. THURSDAY, MAY 16, AT THE COMMUNITY CENTER, 123 MAIN STREET, CITY.)

“The Kiwanis Club of NAME helps children in our community by LIST SERVICE PROJECTS and works with LIST LOCAL PARTNERS IF APPLICABLE,” said NAME, OFFICER, of the Kiwanis Club of NAME. “We also sponsor youth programs at NAME OF SCHOOLS, where we give youth the opportunity to perform service projects while learning leadership skills.” [**ALTERNATE QUOTE:** “We also sponsor AN ANNUAL PANCAKE BREAKFAST/CAR SHOW/CONCERT/WHATEVER THE EVENT IS to raise money for our service projects. That might be where you’ve seen our name and met our members.”]

The open house (OR SERVICE PROJECT OR WHATEVER EVENT) gives the community an opportunity to meet club members and learn about their experience of helping kids. Organizations including XXX and XXX will share how the club has helped them support the community.

“We hope community members will attend to learn about us, the organizations we support and our common bond to help kids in our community thrive, prosper and grow,” said NAME. “Kids need Kiwanis, and we’re here to help with projects that give youth the skills they need to be successful and have a good time.”

The club will provide refreshments. For more information, visit WEBSITE URL OR FACEBOOK PAGE. Or call NAME at PHONE NUMBER.

[IF A SERVICE PROJECT IS PART OF THE EVENT, ADD THE FOLLOWING TEXT WITH CLUB-SPECIFIC INFO]

During the event, the club will (ASSEMBLE BACKPACKS OR ART KITS, OR WHATEVER THE PROJECT IS) for students at (NAME OF SCHOOL, SHELTER, DAYCARE, ETC.). Community members can join in and bring a donation of WHATEVER THE PROJECT IS and help the club assemble the items.

For more information, visit the club’s Facebook page (NAME OR LINK), website (NAME OR LINK) or call NAME, PHONE NUMBER.

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**Facebook post – post this and link to the media release on your website or media site if it’s been published**

Want to help kids in your community? Visit an open house hosted by the Kiwanis Club of NAME. We’ll be at LOCATION from TIME RANGE on DATE. Find out what we’re all about, hear from groups we work with and meet people who care about our community. Hope to see you there! #KidsNeedKiwanis

URL (only one and must be shortcut or bit.ly):

**Club opening media release template**

CITY – Community members who want to help kids succeed are invited to meet with a new volunteer service club on DATE.

The Kiwanis Club of NAME will organize over the next few days/weeks. Representatives and volunteers with the international organization will be in CITY to meet with community leaders, school officials and people who want to make a difference in their community.

Service projects to help with xxx, xxx and/or xxx will be discussed at the event, set for TIME, DATE, DAY, LOCATION. A community survey showed those projects would benefit local children.

IF A SERVICE PROJECT IS PART OF THE EVENT, ADD THIS PARAGRAPH : The club will be assembling (BACKPACKS, ART KITS, WHATEVER THE PROJECT IS) at the event to give to students at (NAME OF SCHOOL, SHELTER, DAYCARE, ETC.). Community members can join in and bring a DONATION OF WHATEVER THE PROJECT IS  and help the club assemble the items. The event will show attendees how easy it is to make an immediate contribution to the community.

“The Kiwanis Club of NAME hopes to help children in our community by LIST SERVICE PROJECTS and works with LIST LOCAL PARTNERS IF APPLICABLE,” said NAME, volunteer or district leader. “We encourage everyone who is interested in helping children achieve their goals to attend our event on DATE. We’ll also talk about youth programs available to schools that give students the opportunity to perform service projects while learning leadership skills.”

The club will provide light refreshments. For more information, visit WEBSITE, FACEBOOK PAGE OR CALL NAME, PHONE NUMBER.

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**Facebook post – post this and link to the media release on your website or media site if it’s been published**

There’s a new club in town for people who want to help kids! If you believe in helping kids thrive, prosper and grow, join us at LOCATION from TIME on DATE. Find out what the Kiwanis Club of NAME is about and meet other people like you who care about our community. Hope to see you there! #KidsNeedKiwanis