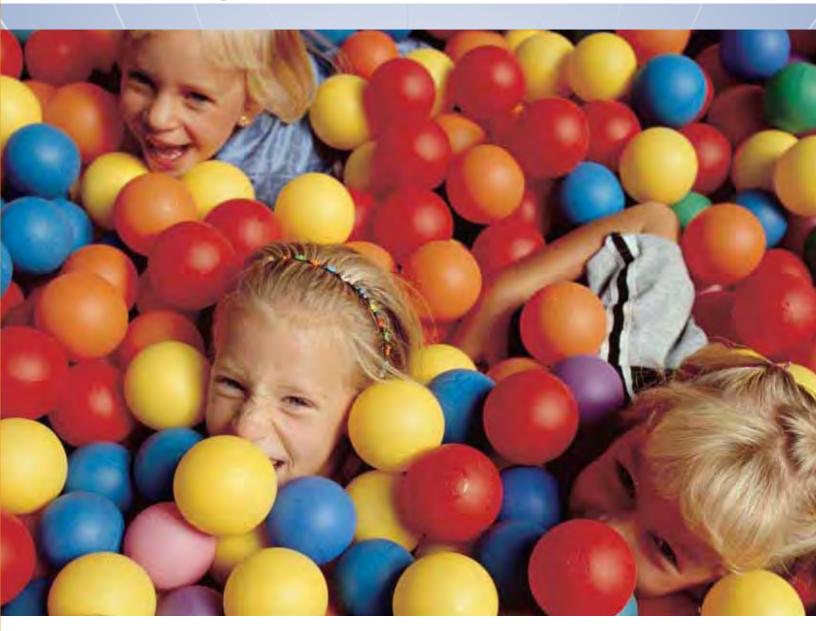
Kiwanis

International

Serving the Children of the World™



Public Relations
and Marketing Handbook



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Introduction

The Role of Kiwanis Public Relations

In an earlier era, when the world seemed smaller and life simpler, Kiwanis was widely recognized in countless communities. Today, while the organization is still in many communities with strong and active clubs, the communications media has expanded dramatically, and a growing plethora of worthy causes and special-interest groups have risen to compete for the public's attention and support.

The role of a Kiwanis public relations chairman is therefore more vital to a club's success than ever before. If the communications explosion has made the job more challenging, it has also created a wealth of new opportunities. There have never been so many ways and opportunities to tell the Kiwanis story!

While essential to success, the goal of Kiwanis public relations isn't simply publicity. The basic goals of Kiwanis public relations are two-fold: to increase recognition of the Kiwanis name around the world and to increase public understanding of its community-service role.

Public recognition of Kiwanis will benefit your club in a variety of ways. In the community, it will help to introduce prospective members to the organization and make it easier to solicit public support for Kiwanis service work. Within the club, it will help build pride in membership that leads to better meeting attendance, greater participation by members in fundraising and service projects, and stronger retention. Thus the public relations chairman's responsibilities fall naturally into two categories: external and internal.



Public Relations 101



Building Media Relationships

Every contact or communication between your club and nonmembers has a public relations (PR) dimension. But the most important function—at least the most widely known—is publicity, which brings awareness to the organization and your club. Listed below are some ways to initiate a PR program in your community:

- Conduct a media survey: Identify every newspaper, community magazine, radio and television broadcast and cable station and community Web site that reaches your local audience.
- Use the information gathered above to create and maintain your own list of editors, reporters and news directors to contact with story ideas. Most libraries have media directories that list every daily and weekly newspaper. Similar directories for various regions, states or provinces, and nations can be found on the World Wide Web. Collect addresses, phone and fax numbers, e-mail addresses, and useful information such as publication deadlines.

Once you've assembled this information, arrange to meet with the journalists and producers of local newspapers, radio and television stations in your area. These people want, and need to know the movers and shakers in their community.

When preparing for a visit to one of your local media venues, consider the following:

- The "gatekeeper." Be prepared to meet this individual who is tasked with screening incoming news releases and makes the initial decision on which items are worth reporting.
- Ask questions! How can you better serve the news professionals in your area? Don't view your public relations job as the task of getting something from the editors and news directors; your function is actually to help them do their jobs.



Examples of Newsworthy Events and Activities

- Service projects, both the announcement of new projects and progress reports on continuing projects
- Club anniversaries or milestones
- Members who are doing something significant in the community
- Important speakers at club meetings
- Committee actions, provided they affect the community, not just the club
- Elections—list all the persons elected, and make sure your information is accurate
- Special honors won by the club or individual members
- Stories originated from the International Office about Kiwanis International service programs, to which your club's involvement can be added to provide a local angle

Keep it brief. Don't attempt to push stories on your initial visit, but instead find out how they want Kiwanis news provided to them. Do they prefer telephone calls in advance of your meeting or event? Do they prefer mail, fax, or e-mail when being contacted? What are their daily and weekly deadlines?

Whatever they prefer, do your best to accommodate them. And remember, news people are busy. Furnish them with information that *is* really news. This is a genuine service they will appreciate, and you'll achieve better coverage because of it.

What Makes News?

Routine meetings and social events involving only the club's members will receive little or no attention because they have no significance to nonmembers. The more significant your activity is to the rest of the community, the greater its "news value" and the more space or airtime it will receive.

The club's greatest public relations asset is its commitment to community service. By their very nature, most Kiwanis service projects and the fundraising efforts that help pay for them qualify as news. When a club helps a handicapped child to walk again, preserves a local historic site, or provides the fire department with new lifesaving equipment, the news value is clear.

Kiwanis community service activities are veritable gold mines of news, feature, photo, and human-interest stories. The news is there — all you have to do is help news people find it.

Keep a calendar or "future file" of all upcoming activities and events; plan PR actions in advance to maximize opportunities to tell the story.

See the Criteria for Media Relations Success reference in the back of this handbook for more information on what makes news.

10 Tips for Selling Your Stories

- **1.** Use anecdotes, analogies, and examples as storytelling tools.
- **2.** Get to the point. Start with your main point, not background information. When answering a question, state your message first, then give your reasons.
- **3.** Make it newsworthy. Focus on why the newspaper's or broadcaster's audience will care. Use surveys, trends, consumer benefits, even controversy to prove that your story is newsworthy.
- **4.** Be clear. Don't make reporters work to understand your story.
- **5.** It's a numbers game. Success is built on relationships. Build relationships and keep trying. The key is to win enough to be successful, and to win as many of the big ones as possible.
- **6.** Speak with care. Assume anything you say can and will be used in the story.
- 7. If a reporter calls, understand the story the reporter is working on and gather your facts. Before you respond to a reporter's questions, you have a right to know what the story is about and what the reporter needs from you.
- **8.** Be positive. Don't repeat accusations or negative comments, even to deny or rebut them. Reporter's questions are seldom quoted. Your answers are.
- **9.** Don't guess or speculate. "What if" questions are dangerous.
- **10.** Avoid jargon and difficult-to-understand words. (There are many terms in Kiwanis that nonmembers won't automatically understand: Kiwanis family, sponsored youth, Golden K club, division, etc.)
- Jerry Brown, former AP reporter

How to Present Kiwanis News

When you're ready to present Kiwanis news to the media, you'll need to do several things.

- Send your news release in advance by e-mail, fax, postal mail (see "How to Reach the Media" in Chapter Two)
- Submit exciting photos. "Action" shots are most likely to be used. Pictures
 that show hands-on service, children or an event in progress will have
 more success in being placed than dull line-ups, handshakes, and check
 or plaque passing.
- Follow up with the journalist to make sure he/she received your release and to gauge their interest in using the material, but do not pressure them to use the information. If they're interested, they'll contact you.

Understand that your story may not always run. Most likely, the story just didn't have enough news value for the public that the newspaper or broadcasting station serves. Also, news of a higher priority could have filled all available space or airtime that day. Due to space limitations, it is common for only a small portion of your story to be used – that is why it is crucial to include the most important information in your story up-front, because the rest may be cut.

However you choose to communicate your news, be sure that you inform all news media concerned. Don't play favorites, especially if your story really has news value. In your role as public relations chairman, it is your duty to serve all media so that you can get maximum exposure for your Kiwanis story.

Using Photography

- Check photography requirements before submitting photos.
- Pictures must always be sharp, well-composed, and large prints, 5" x 7" or 8" x 10." Snapshots, Polaroid's, or slides usually can't be used; they don't reproduce clearly.
- Digital photos don't require processing and can be e-mailed to the editor immediately.
- Before submitting a digital photo, determine the newpaper's preferred resolution (75, 150, or 300 dots per inch) and graphic-file format (tif, jpg, bmp, etc.).
- Don't assume photographs will be returned to you. Some newspapers will return photos, if you ask, but this is extra work and isn't routine. It's best to have all photos copied so they don't have to be returned.



"A life not lived for **others** is

- John Wooden

not a life."

Using News Releases

A news release is often the preferred method for media outlets to receive news. However, not all news releases are successful. Consider the following tips when customizing your release and distributing it to media.

- **The Headline Sells.** Editors faced with a desk full of news releases look for something to attract their interest, so sell your news via the headline. Be concise and exciting, not mundane and predictable. Determine the most important news in the release and convey it in a one-liner that sells.
- **The Five Ws and H.** Remember primary school composition? The necessary elements of the release are who, what, where, why, when, and how. Account for them at the beginning of the release. Editors appreciate seeing the critical information on top.
- **Quotes Add Spice.** Add a quote from the appropriate representative of your club to your release. If your news involves a second organization or a beneficiary, a quote from the other organization adds balance. Quotes identify a contact for potential interviews and lend credibility to the story. However, don't confuse the story by quoting too many different individuals. At least one quoted person is necessary, two are good and three is too many.
- **Just the Facts.** Next, add meat to the appetizers. You've got the readers' attention, so now reinforce the message with facts. Focus on how the news will have an impact on your community and its citizens.
- **Finish Strong.** Leave a lasting impression. A very effective close is to use a profound quote from one of your spokespeople to reinforce a "live" feel to the story. Or, prepare a "standard" paragraph that provides additional information about your club, its history and mission, and a contact person. This information often will be cut so make sure your second to last paragraph can also make a good closing.

Please refer to the News Release sample reference at the end of the handbook for more information on how to develop a news release for media.

Letter to the Editor Tips:

- Check the editorial page for instructions on how to submit letters to the editor.
- Communicate your message, but be as brief as possible. Read published letters to get a feel for how long your letter should be.
- Your letter should include a brief introduction about your club and its service to the community.
- Be clear. If you are thanking individuals or businesses, mention their names (and be sure to include the newspaper if it published even a small story about the activity).
- ✓ If you are seeking donations, make sure to identify a collection point and the times that items can be dropped off.
- If you are refuting an article, make sure to clarify whether your letter represents your club's position or your personal opinion.
- Offer a means of contact at the end of your letter.

Letters to the Editor

If you want to control the information that is printed about your club and its activities, consider writing a letter to the editor of your local newspaper. A letter to the editor eliminates the need for a reporter and lets you speak directly to the newspaper's readers.

Letters to the editor usually take one of two forms, either responding to something previously printed in the newspaper or thanking the community for its support at the conclusion of a project or fundraiser. A letter to the editor might also solicit community support for a Kiwanis goal, but such appeals could just as easily be placed in the news columns instead of the editorial page.

It is recommended that you include your full name, organization name, title, business and home addresses, telephone number, and e-mail address. This contact information will not be published, but many publications require it in order to verify that the writer lives or works within the paper's coverage area.

Scan the news and feature pages regularly. Often, you can respond to an article that is not specifically about Kiwanis by providing a Kiwanis point of view. For instance, you can respond to an article about infant health by explaining how your club sponsors "Young Children: Priority One" service projects. Refer to the reference at the end of the handbook for a sample letter to the editor.

Op-Eds

An op-ed is a column or guest essay published in the opinion section of a newspaper (Opposite the Editorial page). Most are between 500-750 words, and most outlets will take submissions by fax, e-mail or mail.

- **Finding the Right Timing.** Op-eds should present an argument that is relevant and timely. For example, there might be a recent news item involving children in your community or a particular community issue that your Kiwanis club could urge support for. Oped page editors are not looking for event announcements, promotional materials or generic ideas.
- Who is Delivering Your Message? Find a well-known person
 perhaps your club president or a well-known community figure that
 can sign the op-ed column's byline. Be sure to include that person's



title, home address, phone number and e-mail address when you submit the op-ed in case the publication would like to verify any information with them.

- **Short and Sweet.** Aim to keep your op-ed to less than 650 words. After writing a first draft, eliminate all unnecessary words or repetitive sentences. Again, remember to avoid technical jargon and acronyms.
- **Deliver then Follow Up.** Most newspapers will prefer that you send your op-ed to a specific e-mail address. If they don't make it clear on their Web site, call the main number and ask. Once it's been sent, don't call the newspaper or magazine repeatedly. If they're going to publish your piece, they'll call you. Don't be discouraged if your piece is not published—consider identifying a new publication to submit it to.

"The moral test of a society is how that society treats those who are in the dawn of life-the children; those who are in the twilight of life- the elderly; and those who are in the shadow of life-the sick, the needy and the handicapped."

-Hubert Humphrey





Working With the News Media

Reaching the Media via E-mail

E-mail has quickly become the preferred method for most media outlets to receive information. Here are a few rules of thumb to follow:

- Check to ensure that the recipient wants to receive information via e-mail.
- Keep your e-mail brief and include a direct link to a Web site that offers additional information on the topic, if available.
- Never use an attachment. Attachments increase the likelihood that your e-mail will be deleted without being read.
- If you are sending information to a large list of individuals, use blind copy distribution to avoid revealing your entire list to each addressee.
- Remember to provide your phone and fax numbers for inquiries.

Telephone Calls to Media

Remember, news people are busy and face deadlines. They must interrupt whatever they are doing to take your call, so be prepared to deliver your information concisely. Jot down pertinent information as if you were preparing a news release in outline, and check the names and facts before you call. (See "Ten Tips for Selling Your Stories.")

Since verbal communication is intangible and can't be referred to later, unlike written information, telephone calls are best used only for simple, brief items or as a means to alert reporters to a story. If the story warrants it, you can also use your call to invite a reporter to cover the event.



Working Under Deadlines

The entire news business is structured around deadlines. When editors and reporters are "on deadline," they simply cannot stop what they are doing to talk by phone or in person.

DO make your communication with journalists as far from deadlines as possible, when news people are most able to give you their attention.

DO return all calls immediately and provide additional information as soon as it is requested.

DO capitalize on these opportunities. Respond quickly and cooperatively.

DON'T deliver a story five minutes before the deadline when it could have been done just as easily the day before.

Make Your Events Media Friendly

As public relations chairman, you are your club's media liaison. Whenever a reporter appears to cover an activity, you should place yourself at his or her disposal and assist in any way you can, answering questions, pointing out those who should also be interviewed, etc. If the reporter brought a photographer, so much the better — and do offer to help.

Broadcast Considerations

Above all else, television is visual. If you want to maximize your story's value for television, you must provide something interesting for the camera to show. TV is an action medium; if it moves, they like it.

- Give advance notice since stations must schedule the use of a limited number of busy camera crews. Locations must be selected with accessibility, lighting, and grouping considerations in mind. If a speaker's lectern is involved, always have a Kiwanis emblem to place on its front! Publicize Kiwanis, not the hotel or restaurant where you meet.
- Prepare your spokesperson for the event. Formulate concise answers to
 expected questions in advance as television reporters are usually working
 on a tight deadline and are in a hurry. It is not unusual for the reporter
 to thrust a microphone at the spokesperson and ask a pointed question.

"The most important key to success in life, even financial success, is to develop a servant's heart, to become engaged in the human race and desire to benefit others."

- Thomas Kinkade

Tips to keep in mind:

- A visiting newsperson is a guest — and a particularly welcome one! Genuine hospitality and sincere efforts to help the reporter get the story are the best possible "public relations."
- The reporter probably knows very little, if anything, about Kiwanis. So show him or her how Kiwanis fellowship and service work together to build better communities. If the reporter leaves with an appreciative understanding of Kiwanis and a favorable impression of your club, better news stories are almost sure to follow. You will also have developed another personal "media contact" that may be of great value in the future.
- If the reporter asks that a picture be "set up," do it as quickly and efficiently as you can.
- Anticipate a reporter's requirements. Know the newsworthy people who are present and be ready to ask them to assemble for a photo.
- Limit it to three or four individuals and provide identification from left to right. Other dignitaries may be noted in the story if desired.

When this happens, there is no time to grope for words or go into lengthy or rambling explanations. If a response isn't short (8-15 seconds) and to the point, it won't be used on-air.

- Be poised, speak clearly, and maintain eye contact with the reporter
 or camera. Don't lean into the microphone, but rather let the reporter
 position it appropriately. Don't gesture often, but when you do, gesture
 slowly and with a purpose.
- Make sure the speaker's presentation is timely and of interest to the general public. If the speaker doesn't say something that has news value, the story won't get airtime. Get text of the speech in advance, if possible, and give it to the reporter so he/she can decide what part to shoot.

As with television, time is of the essence on radio. However, since radio is not visual, content is what counts. Radio deals in immediacy and brevity. Stories are short and to the point.

Both radio and television stations broadcast various types of public interest programs as well as news. Be aware of these programs and the kind of topics they like to cover. A report or interview on one of these programs will receive much more airtime than they would during a news broadcast.

Special Events

Most Kiwanis activities are newsworthy because they involve local people or have good "human interest" value. Special publicity events are hands-on activities that can be conducted for a variety of reasons, from performing service to gaining new members to raising funds. They are meant to motivate or entertain an audience to achieve positive results. Special events require extensive planning, but can generate far more publicity and goodwill than a collection of flyers, brochures, and news releases.

Some of the clubs that participate in annual Peanut Day sales have conducted a peanut-eating contest between the Peanut Day committee and an elephant, and have attracted news photographers and television cameras. In Georgia, a Kiwanis club gained publicity and public support for its agriculture project by running a "sorriest bull" contest. The animal judged "worst in the county" won the prize, while the contest showed the importance of good breeding and good feeding. Also, a visit by a Kiwanis leader can be used to create effective public relations.



Tips to keep in mind:

- Suggest poses that make photos interesting. Action shots stand a better chance of being printed, as opposed to "line-ups" of people simply smiling at the camera. If you can, enliven a simple check or plaque presentation with interesting props or settings (for example, in the park where a playground or walking path will be built with the funds being presented).
- Remember the best time to tell the Kiwanis story is when a reporter is there to hear it.
 Be sure you are there to do the telling.

Deskside briefings are another option available to clubs. Inform all the news media about your interviewee and the important and timely things he has to say. Then arrange to face-to-face meetings with each interested newspaper or broadcasting station on a specific date and time. While this meeting does not guarantee coverage, it will help you continue to build a strong relationship with reporters in your area.

The possibilities for special publicity events are limited only by your imagination.

Public Service Announcements (PSAs)

Television and radio

Public Service Announcements, PSAs, are noncommercial advertisements, typically on television or radio, broadcast for the public good. PSAs may be accepted for broadcast at no cost during time allotted for such messages or during unsold commercial time. Usually, a designated member of the station staff is responsible for PSA scheduling. Determine who this individual is and work with him or her to be considered for free airtime.

Kiwanis International produced PSAs of professional quality that promote Kiwanis service concerns. Every club public relations chairman should arrange to have these messages broadcast or printed in the community as part of the overall efforts to keep the Kiwanis name and service objectives before the public. Information about current radio, TV, and print PSAs is available from the marketing and public relations staff at the International Office.

If your club is conducting a major fundraiser that brings in thousands of dollars, or a community event with a major budget, consider buying at least some commercial time. (Newspapers and broadcasting stations may offer nonprofit or "preferred" rates for this type of advertising.) The station management will appreciate your business and may be receptive to broadcasting a certain number of free public service spots for each paid spot.

Print PSAs

Kiwanis International makes available ready-to-run print public service ads. While newspapers can easily fill any available space with more news, free public service ads are rare. Much more common are paid public service ads sponsored by local businesses, whose support is acknowledged in a portion of the space.



"If you ever need a helping hand, it is at the end of your arm. As you get older you must remember you have a second hand. The first one is to help yourself. The second hand is to help others."

- Audrey Hepburn

A paid advertisement every once in a while will build goodwill and say"thank you"in the best possible way. In fact, a large annual thank you ad to the community is a great way to tell your club's story in your own words without the editorial middleman. Be sure to ask about reduced ad rates for nonprofit organizations.

How to Handle Unfavorable Publicity

Kiwanis clubs are in the public eye, and things may sometimes happen that do not look good in the news. Unfortunately, these are also the things that are newsworthy in the eyes of the public. Suppose, for example, that a child is injured during a Kiwanis Kids Day event. News? Of course it is. Will the resulting publicity damage the Kids Day program or the club's community standing? Not if you give all the facts to the news media as quickly and accurately as you can.

The best way to make a bad story better is to deal with it and move on.

DON'T avoid reporters' questions or ask the media to suppress the story. The media will report the story because it is news.

DO assist reporters in getting all the facts so the story will be fair and balanced. Be sure of your information — never provide conjecture just because the media has a need for information.

DON'T speak before you have the facts or place blame elsewhere when you know you share blame in an incident. Put the public's interest first, be open and honest, and cooperate with the media.

DO assess what happened and improve your crisis communications plan in case something negative happens in the future.

If the story involves a personal injury, there is only one aspect you should refuse to discuss — the question of whether Kiwanis was negligent or at fault. The Kiwanis International general liability insurance program protects against legal liability judgments based on claims of negligence. Notify Kiwanis International and then leave the question of fault to the experts.

If properly handled, an unfavorable incident can be turned into a public relations asset. If you provide the facts quickly and accurately, the press will appreciate your help, and these contacts can lead to a closer working relationship in the future. For more information about Kiwanis International's General Liability Insurance, or how to handle these situations, please contact 1-800-KIWANIS.





Opportunities Beyond Traditional Media Relations

The opportunities to raise public awareness of Kiwanis do not begin and end with traditional media relations tactics. There are countless other ways to create additional visibility for your club.

Kiwanis road signs are an excellent opportunity to continuously keep the Kiwanis name in front of potential members and supporters.

The installation and maintenance of Kiwanis road signs is an important public relations function. Kiwanis road signs tell visitors that your town is a place where business and professional men and women are active and involved in community affairs. They also tell residents that Kiwanis is an important and permanent part of community life. Just as the Kiwanis member should be identified by the Kiwanis pin or Kiwanis apparel, the Kiwanis community should proudly display Kiwanis road signs.

Road signs should be located on all main highways close to the municipal boundaries. They should bear the community name and the club's meeting place and time. And they should be kept clean and bright — a tribute to Kiwanis and the community it serves.

Attractive plaques also are available to identify Kiwanis meeting sites. Don't miss this opportunity to place the Kiwanis name in a hotel or restaurant where it will be seen by countless passersby each day.

Increasing Visibility in the Community

Here are a few additional ways to keep Kiwanis in front of your community and potential members:

- **Naming Rights:** Always attach the Kiwanis name to Kiwanis service projects and programs, for example: Kiwanis Park, Kamp Kiwanis, the Kiwanis Hiking Trail, and so on.
- **Signage:** Always have large signs identifying your Kiwanis club on display wherever your club is working to serve the community or raise funds. It's also a good idea to keep club-marketing brochures on hand to give to anyone who is interested in learning more about the club.



"To ease another's heartache is to forget one's own."

- Abraham Lincoln

- Highways and Byways: Adopt-a-highway programs include roadside signs that identify the participating organization. Keeping a section of road free from litter is a good service project, and it also provides a permanent, high-traffic display of the club's name in a service context.
- Message Boards: Erect a community message board at a busy intersection with your Kiwanis club's name displayed prominently at the top. The message board can raise funds by charging other groups to publicize their events and every passerby will see the Kiwanis name every day.
- Community Areas: Be alert for opportunities in storefronts, lobbies, and shopping centers to present a display on Kiwanis and its services to the community and world. Please ask for permission first. Then, be sure to use professional-looking signage and a well-designed layout of large photos to show Kiwanis and sponsored-youth groups in action.
- **Public Events:** Annual community festivals and parades are great opportunities to reach the public. A Kiwanis club in Wisconsin marked the end of the millennium by enlisting 100 local citizens born each year from 1900 to 1999 to accompany the Kiwanis float in the town's annual Wild Rose Days Parade. The group, from a newborn infant to a 99-year-old woman, created a sensation and made Kiwanis the talk of the town.

The Club Brochure

An attractive and effective club brochure can tell your Kiwanis story to the community, stimulate membership growth, and even generate contributions to your club. These marketing brochures should be distributed by each member to people interested in learning about Kiwanis, included in mailings, displayed at local businesses, and passed out at service projects and community events.



"I slept and
I dreamed
that life is all
joy. I woke and
I saw that life
is all Service.
I served and
I saw that
service is joy."

- Mother Theresa

A good club brochure can be printed on both sides of an 8 1/2" x 11" sheet of paper (using the 11" side as the width), then tri-folded. This provides six separate panels for copy. Suggested elements include:

- The Kiwanis International logo and your club name
- Your club's Web site address and Kiwanis International's Web address (www.kiwanis.org)
- A club contact name with phone number, fax number, and e-mail address
- Where and when your club meets
- A list of your major service projects
- An explanation of how your club benefits the community
- A list of the benefits of membership, such as a feeling of satisfaction from working with others to make this city an even better place in which to live
- Examples of the results of your club's hard work— organizations you have supported, ways you have made a difference, etc.
- Testimonials from influential members of your community and those who benefit from your service

The club brochure is a worthy club investment. The ideal brochure will be in color, using art and photos of your club in action and should immediately give the impression that it comes from a first-class, successful organization.

Accept the support of commercial advertisers if it is tasteful and the ads do not imply any Kiwanis endorsement of the advertiser's products or services. Community-minded businesses have long helped to support worthy groups such as Kiwanis through advertisements in club bulletins, directories, and programs. However, the Kiwanis name or logo should never be loaned to a commercial venture to suggest Kiwanis endorsement.

Get maximum mileage from your investment by avoiding quickly outdated information. And print a sufficient supply of brochures. Considering that the purpose of this brochure is to market your club's service and membership opportunities to the community, you can never have too many provided they are distributed, not hoarded.

For samples of effective club brochures, contact the Marketing Department at International Headquarters.



"I cannot know what your destiny will be, but one thing I do know is that the truly happy among you will be those who have learned to serve."

- Albert Schweitzer

The Internet as a Communications Tool

The Internet presents tremendous opportunities for Kiwanis, allowing clubs to communicate with current and potential members, other Kiwanis clubs, division, district and International Kiwanis offices, and of course the public!

Creating a Club Web Site

Kiwanis clubs are encouraged to create a Web site to promote their message of serving the children of the world, stimulate membership growth, and even conduct service and fundraising projects.

There are many software programs on the market that can help in this process, or you may be able to find a member of your local Key Club or Circle K who would be happy to help create and maintain a Kiwanis club site.

The Kiwanis International Web site offers tips and guidelines, as well as templates and logos, to assist clubs in developing their Web sites. Look in the Member Resources area, then click on the Web Site Design resources link. (And be sure to review the International Guidelines for Kiwanis Family Web sites in the same area.)

What to Include

Think of your club's Web site as a computerized brochure. Here are a few basic guidelines to get you started:

- Display the Kiwanis logo
- Provide the Kiwanis defining statement and a brief description of the organization
- Describe your club and its purpose
- Feature service projects and describe impact on the community
- Include meeting time and place
- List your membership roster
- Make contact information easily identifiable for prospective members.



"Everybody can be great... because anybody can Serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve. You only need a heart full of grace, a SOUI generated by love."

- Martin Luther King, Jr.

Beyond that, consider adding photos of club projects; Kiwanis family youth programs sponsored by your club; Terrific Kids; BUG (Bring Up Grades); the Young Children: Priority One initiative; the Worldwide Service Project and any other information that explains the essence of Kiwanis and your club.

Make a commitment to keep the site current and to make it the most effective tool for your members and the public. Remember to:

- Post news regularly to encourage members and supporters to return to the Web site regularly.
- Promote the site whenever, wherever possible on your club's letterhead, news releases, at service projects and fundraisers, and in your club bulletin.
- Include your club's Web site address on news releases as any easy way for reporters to obtain more information about the club and its activities.
- Be sure to register your club's Web site with the International Office by clicking Kiwanis Family Links on the Kiwanis International home page, then clicking Submit Web Site Link.

Also, Kiwanis International has a Webmaster on staff who can be reached via e-mail at internet@kiwanis.org. Consider this person a resource if you have Internet-related questions.

Little Things That Make Your Reputation

Upholding a positive reputation for your Kiwanis club should be a consistent priority and goes beyond what you might consider public relations. While this is a responsibility you share with your club members and leaders, there are steps you can take that will make your reputation shine.

• Extend genuine hospitality to every guest, whether Kiwanian, civic official, or reporter, who attends a Kiwanis meeting or event.



"We make a living by what we get. We make a life by what we give."

- Winston Churchill

- Write thank-you letters to speakers and all those who contribute time, effort, or money to Kiwanis activities. Present a certificate of appreciation if appropriate. Certificates are often displayed on office walls, thus serving as a promotional poster for your club. (See the Kiwanis Family Store Catalog for available certificates.)
- Extend invitations to editors, station managers, mayors, school superintendents, and other public officials to visit Kiwanis meetings and get acquainted with your members.
- Write letters of congratulations to newly elected leaders of other service, civic, church, and community groups in your area.
- Send letters of appreciation to local public officials who perform their duties in an outstanding manner.
- Extend Kiwanis support to worthy community efforts such as the Red Cross blood bank, Salvation Army shelter, etc.
- Ensure Kiwanis representation on important civic bodies such as the chamber of commerce, school board, Community Chest, etc.

Every Kiwanis service project constitutes good public relations, whether it is publicized or not. However, no Kiwanis club can long maintain its reputation without a real commitment to community service. After all, what we do speaks louder than what we say — and what Kiwanis does is service.



Member Communications



Remembering an Important Audience: Your Members!

All the publicity, the attention to "the little things," and all the service projects in the world wouldn't hold Kiwanis clubs together if Kiwanians didn't enjoy being Kiwanians. Clubs stay together and make an impact in the community because Kiwanians enjoy the fun, fellowship and satisfaction that come with Kiwanis membership.

As public relations chairman, you must help the president and the members to keep Kiwanis enjoyable and keep your members informed. This, in a nutshell, is "internal public relations" and it involves keeping an eye on the following things:

- Seeing that members wear the lapel button and/or Kiwanis apparel
- New members or guests are made to feel at home
- That the Kiwanian who wins an honor is complimented on his or her achievement
- That the Kiwanis family member who is ill is remembered with a card or visit
- That Kiwanis meetings are so well-planned, so well-run, and so appealing to the members that attendance, membership, and enthusiasm constantly run high!

Good public relations can't make up for poor club administration or a lack of good programming, but it can enhance good activities. Whatever you do, emphasize getting new members off to a good start. This is the best internal public relations of all. (Information on new-member induction and education can be requested from the Growth Department at the International Office.)

The Club Bulletin

As public relations chairman, you probably won't edit the club bulletin. But you should do everything you can to ensure that the bulletin does the job for which it is eminently suited — keeping your club's members informed and enthusiastic about Kiwanis. Offer suggestions for improving the bulletin or lend practical help if you think it's necessary.



"To leave the world a better place—whether by a healthy child, a garden patch, or an improved social condition—that is to have succeeded.
That only one life breathed easier because you lived—that is SUCCESS."

- Ralph Waldo Emerson

The club bulletin is your principle"news medium"for member communications, so its effectiveness is of direct concern to you as public relations chairman. You should include the bulletin in all your publicity plans and contribute content that promotes your internal PR goals.

The club bulletin should be produced by an appointed editor who serves for at least a year. The bulletin is a key ingredient in the overall success of a good club, and the editorship should be treated as an important assignment.

The bulletin should reach members before meetings since it makes an excellent attendance reminder. It should include news, announcements of current and future meeting programs, social events, reports on service work, and recognition of noteworthy actions and achievements of individual members.

It should also contain "personals" including all the things this term implies: birthdays, weddings, births, illnesses, business promotions or job changes, changes of address, vacations and business trips, anniversaries, etc. These personals can ensure high readership for the bulletin if they are comprehensive, accurate, and in good taste.

A bulletin doesn't have to be expensively produced to accomplish its purpose. A specially designed masthead can help set the tone. If the bulletin is printed and the budget permits, good photos should be used from time to time to illustrate service projects, social events, and noteworthy individuals.

Many clubs now distribute their newsletter via email, either as plain text or in html format with color digital photos.

A well-written, timely, and regularly distributed bulletin can boost Kiwanis involvement and enthusiasm. Don't neglect this important tool for internal public relations. A club bulletin editor's kit is available from the International Office on request.





Assistance From Kiwanis International: The Resources Available To You

Kiwanis International employs a marketing and public relations staff as part of the International Office. The staff works to increase recognition of the Kiwanis name and understanding of our service role on a national and international basis, while assisting clubs, divisions, and districts to accomplish the same goals locally and regionally. On an International level, the staff maintains media contacts with the major print and broadcast wire services, leading publications, television networks, etc., calling attention to Kiwanis service activities and providing news stories and features that warrant national attention. The following are resources available to you through the International Office:

The Kiwanis International Web site, www.kiwanis.org, is a tremendous source of Kiwanis information. It contains hundreds of Web pages ranging from news and featured service projects to organizational background information and links to other Web sites. Click on Member Resources for a description of the Member Community. Once registered in the Community, you can download many useful "member only" resources.

KIWANIS Magazine

Our award-winning KIWANIS magazine has been recognized as the finest in the service club field. As the bulletin is to the individual club, so the magazine is to Kiwanis International, binding the organization together, informing and educating members, and promoting fellowship and service.

As public relations chairman, encourage your club's members to read each issue. You can also use the magazine for external PR by providing gift subscriptions to local libraries, hospitals, schools, community officials, important guest speakers, etc.

Customizable Press Releases. Kiwanis International staff distributes national news releases based on Kiwanis International events and programs which can be adapted for local use by adding details about your own club's participation. Please refer to the appendix section for examples of



"Children must have at least one person who believes in them. It could be a counselor, a teacher, a preacher, a friend. It could be YOU. You never know when a little love, a little support, will plant a small seed of hope."

– Marian Wright Edelman these releases available to you. Refer to Chapter 1 for more information on developing a news release.

Kiwanis Documentaries. Kiwanis International occasionally produces a television program on Kiwanis and its service activities. Clubs can arrange to have such programs aired by local television stations and cable systems as public-service broadcasting.

Public Service Announcements. Refer to Chapter 2 for more information on Public Service Announcements.

Billboards and Posters. Kiwanis occasionally sponsors or participates in public service billboard campaigns to highlight service goals. The billboard paper sets are provided to clubs at cost, and you can arrange for display with local outdoor advertising companies at no cost or for the labor cost of pasting up the billboard paper. Posters also are produced to promote the same themes.

Marketing Brochure and Pocket Folder. A large, full-color Kiwanis marketing brochure explains Kiwanis to nonmembers. Both of these items can be used by clubs as the basis for a local media kit by adding a club fact sheet, news releases on club activities, etc.

Your TAG (Together Achieving Growth) Marketing Ambassador. Kiwanis International has appointed at least one TAG marketing ambassador in each district, a Kiwanis member that serves as a central resource for communicating the Kiwanis brand and service activities to the public. Contact your TAG Ambassador for additional advice and resources for promoting your local club/district events and programs.

All of these public relations tools can be used by local clubs to increase recognition of the Kiwanis name and understanding of our service objectives. Request complete information on currently available items from the Public Relations Department, Kiwanis International, 3636 Woodview Trace, Indianapolis, IN 46268 or by e-mail at kiwanispr@kiwanis.org or go to www. kiwanis.org/pr.



Marketing/Branding Overview



A 30-Second Elevator Speech on Kiwanis

Many know the concept of a 30-second elevator speech. If you are in an elevator or with a group of people, and someone asks you, "What is Kiwanis?" how would you answer? For a one-sentence reply, we recommend quoting Kiwanis' Defining Statement: "Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time."

Consider sharing other key messages as well:

- Kiwanis International is a global organization of volunteers dedicated to changing the world one child and one community at a time. Our members, Kiwanians, are service-minded men and women who are united in their commitment and compassion for others.
- Any community need can become a Kiwanis service project, especially the needs of children. Kiwanis service projects range from efforts that help local communities to Kiwanis International's Worldwide Service Project to eliminate iodine deficiency disorders.
- Kiwanis members dedicate more than six million volunteer hours and invest more than US\$100 million in service projects to strengthen communities and serve children every year.
- At Kiwanis, we want to ensure that all children have the opportunity to lead healthy, successful lives. We believe by helping one child, you help the world.

Marketing Tips for Kiwanis Clubs

1. Getting Started – Review your marketing and membership goals. Is your club's priority to build membership or to enhance your image and visibility in the community? Are you specifically interested in younger members? Females? Specific professional categories? Defining your desired outcomes will help you determine your strategies.



"We make a living by what we get, we make a life by what we give."

- Sir Winston Churchill

- **2. Evaluation** What is your current image in the community? Step back and take a good look at how others view your club. Does it match your own view? If necessary, ask family members or friends to take a look at your brochures and promotional materials.
- **3. Inventory** What tools do you have at your disposal to promote your club? Existing possibilities include customizable news releases to send to television, radio and newspaper outlets, the Internet, posters, brochures, letterhead, stickers and promotional items (umbrellas, hats, window stickers, clothing, etc.). What do you need? Kiwanis has a public relations kit you can use to get started on publicizing your club and its activities. The Kiwanis Family Store has an inventory of promotional items that can be used by clubs. You might not have to "reinvent the wheel" if you take advantage of materials that already exist.
- **4. Embrace the Message** Kiwanis International has adopted the slogan, "Serving the Children of the World," and the Kiwanis International logo was updated to include that slogan. It is the most powerful tool we have to emphasize that Kiwanis is the organization that specializes in working with and for children.
- **5. Be Involved** –Sponsor Kiwanis' service leadership programs (K-Kids, -Builders Club, Key Club, Circle K, Atkion Club, Kiwanis Junior) and make sure at least one Kiwanis member attends each of the organization's meetings. Sponsoring these programs plants a seed with each of these organization's members for future Kiwanis membership. You should also reach their parents (natural candidates for Kiwanis membership) by holding a reception or a parent's day, inviting them to your meetings on a rotating basis.
- **6. Be Contemporary** Use color in your promotional pieces and take advantage of technology to produce professional-looking materials. Kiwanis is a diverse organization open to all races and both sexes. Your materials should reflect that. For black/white and color club brochure templates, go to: www.kiwanis.org/lit. Click on Marketing/PR and then click on Marketing Brochure for Kiwanis Clubs b/w or color.
- **7. Be Relevant** The number of not-for-profit organizations has exploded in recent years. They all contribute to society, but they also draw people and dollars away from your Kiwanis club. When you pick your philanthropic activities, make sure they attract interest to your cause. Will the local news media give your event attention?



"I admire the Good Samaritan for picking up people on the side of the road, but I don't want to be the Good Samaritan. I want to fix the road to Jericho, so people don't get beat up there."

- Martin Luther King Jr.

Will the project make your club more attractive to prospective members? These considerations may sound selfish, but in the battle for existence, every Kiwanis club must make promoting itself a primary and continuing consideration.

- **8. Go On-line** Take advantage of e-mail and other computer-related opportunities, such as community chat sites and message boards, to spread the word about your Kiwanis club. Start a Web site for your club as a central place to share information with other members and the public. Meeting notices, minutes, and general updates can be uploaded to the Web site and also mailed to your club members, prospective members, and important community leaders with the push of a button. Check with your local chamber of commerce or newspaper to see if it will post your club's banner ad on its Web site(s). Post your club's activities on the Web at www.volunteermatch.com. Stay on top of technology! The future opportunities are unlimited!
- **9. Climb the Corporate Ladder** Most clubs center recruitment efforts on specific individuals. Another strategy is to contact business owners and top-ranking managers with an invitation for membership. Explain that your goal, as a club that strives to represent the community, is to have at least one person from every local company among its membership. If the company is large, you might suggest multiple memberships representing different departments. Though you might not always get the CEO, you'll probably gain a member who is truly honored to be a part of your club.
- **10. Recruit an Ambassador** Can you identify an individual in your community who has a positive reputation and who has shown a commitment to youth? If so, bring him or her on board as an honorary member whose role is to speak on behalf of Kiwanis a few times per year. Not necessarily to speak only about Kiwanis, but to address child-oriented issues as a representative of Kiwanis. This person should be an influence-builder. That is, this person should have such an esteemed status in the community that his/her simple mention of your club would increase attention to and interest in your club.
- **11. Treat your Members like Gold** Given a choice, would you rather retain your current members or spend your time replacing them? Know your members and treat them like your most valuable commodity. When a new-member application is received, immediately follow up with a response thanking the applicant and explaining the new-member process.

"You have not lived a perfect day, unless you have done something for someone who will never be able to repay you."

- Ruth Smeltzer

- 12. Create Community Partnerships Historically, Kiwanis clubs have partnered with numerous organizations, but often that relationship involves Kiwanis donating to a cause without receiving anything in return. Create a true partnership. If your club donates funds to the local hospital, find out what that hospital can do in return. Possibilities include: designating at least one employee for membership, providing a speaker for key events, acknowledging Kiwanis in its printed materials or advertisements, sponsoring your newsletter with an advertisement, using its staff (if applicable) to produce Kiwanis public-service pieces, etc. What does your partner have that would benefit your club? As an organization, most of Kiwanis' generosity benefits other organizations, but Kiwanis has neglected to ask for anything in return. Ask, ask, ask!
- **13. Create Kiwanis Partnerships** Joining together with other Kiwanis clubs in your area may significantly enhance the impact of your service endeavors. This will create a larger volunteer pool, the chance to reach more people and to raise more funds, and will increase the probability of receiving publicity. Include the local K-Kids clubs, Builders Clubs, Key Clubs, and Circle K clubs, too.
- 14. Make Your Meetings Memorable The strongest interaction your club will have with most of its members takes place at your weekly meetings. Shoot for the top by recruiting exciting speakers. Keep meetings moving on time and go out of your way to make new members and guests feel welcome. Your members are successful in the business world because they get results. Does your club meeting produce results?

Kiwanis

Serving the Children of the World™

References

The following references have been included to assist you in your public relations and marketing efforts:

Kiwanis International Fact Sheet

Provides an overview of Kiwanis International and its mission, history, membership and service leadership programs

Key Messages

Clear and concise messages about Kiwanis that can be used as the framework for all of your written and spoken communications

Criteria for Media Relations Success

A set of criteria to measure your news ideas against to determine their potential for media success

Sample News Release

Includes explanations of all the necessary components of a press release

Sample Letter to the Editor/Sample Op-Ed

Provides example of the format, tone, length and topics appropriate for these media relations tools

PR Tips and Tools

Tips for using some of the traditional public relations tools reviewed in this handbook

One Can Make a Difference Campaign Fact Sheet

Background information regarding the Kiwanis branding campaign

Additional News Releases



Kiwanis International Fact Sheet

About Kiwanis International

Kiwanis International is a global organization of volunteers dedicated to changing the world one child and one community at a time. Kiwanis members make their mark locally through Kiwanis clubsponsored activities and programs and globally through the Kiwanis International Worldwide Service Project and other worldwide initiatives. The Kiwanis family, which includes members of Kiwanis Service Leadership Programs for young people, comprises 600,000 adult and youth members in 96 nations and geographic areas that serve children and communities worldwide.

Kiwanis members are service-minded men and women united in their commitment to and compassion for others. They dedicate more than 19 million volunteer hours and invest more than US\$100 million annually in projects that strengthen communities and serve children. Through guidance and example, Kiwanis works to prepare today's children to be tomorrow's citizens.

The Kiwanis Name

The name "Kiwanis" was coined from an expression in an American Indian language of the Detroit area, *Nunc Kee-wanis*, which means, "we trade" or "we share our talents."

Membership Figures

Kiwanis clubs, as of June 2006: More than 8,000 Kiwanis members, as of June 2006: Nearly 280,000

Service Mission

Any community need can become a Kiwanis service project, especially the needs of children. In 2005, Kiwanis clubs sponsored nearly 150,000 service projects and raised \$107 million. Kiwanis clubs impact their communities in a variety of ways:

 In the United States, many clubs support pediatric trauma facilities and sponsor camps for underprivileged or handicapped children. In schools, clubs sponsor Terrific Kids programs to recognize good citizenship and BUG (Bring Up Grades) honor rolls. In Canada, Kiwanis is widely known for sponsoring music festivals for young performers.



- Kiwanis clubs in Australia initiated the hospital doll program.

 In addition to providing comfort to injured children, these featureless cloth dolls can be marked on with felt-tip pens. This helps children describe their symptoms and allows physicians to demonstrate the treatments the children will receive. The idea spread quickly to Kiwanis clubs in Europe and then to the rest of the world. Additionally, Australian clubs teamed with New Zealand clubs to donate a dairy herd to the only agricultural college in East Timor, not only to aid education, but also to provide milk to local children.
- European Kiwanis clubs are strong supporters of Special Olympics. The clubs in Western
 Europe also launched the Kiwanis Education Program to assist students, teachers, and
 schools in Eastern Europe with teaching assistance, donations of computers and other
 equipment, and student exchanges.
- Kiwanis clubs in Latin America support orphanages and health clinics and build schools in underserved areas. In Malaysia, Kiwanis clubs sponsor several centers for children with Down Syndrome, while in Sri Lanka the focus is on a children's hospital.

Kiwanis Worldwide Service Project

In 1994, Kiwanis adopted its first Worldwide Service Project, a \$75 million campaign in partnership with the United Nation's Children's Fund (UNICEF) to eliminate iodine deficiency disorders (IDD). Iodine deficiency is rare in areas where iodized salt is used, but in other parts of the world, IDD is the leading cause of preventable mental and physical retardation. The fundraising goal has been exceeded. UNICEF has reported that Kiwanis-raised funds are now at work in more than 89 nations and more than 80 million children in the developing world will be born free of iodine deficiency disorder this year. Today, the number of households estimated to be consuming iodized salt has jumped dramatically from 20 percent in 1990 to more than 70 percent.

Kiwanis History

The first Kiwanis club was organized in Detroit, Michigan. The group received a charter from the state of Michigan on January 21, 1915, and this is regarded as the birth date of Kiwanis.

The first clubs were organized to promote the exchange of business among the members. However, even before the Detroit club received its state charter the members were distributing Christmas baskets to the poor. A lively debate ensued between those who supported community service as the Kiwanis mission and those who supported the exchange of business. By 1919, the service advocates won the debate.



Kiwanis, like most service organizations formed in the early 20th century, was originally established as an organization for men. The issue of women's membership was debated with increasing support throughout the 1970's and 1980's and was approved in 1987. Today, more than 60,000 women worldwide call themselves Kiwanians.

Kiwanis became international with the organization of the Kiwanis Club of Hamilton in Ontario, Canada, in 1916. The organization expanded to the province of Quebec in 1917 with the creation of the Kiwanis Club of Montréal and organized its first francophone club in Quebec City in 1921. Kiwanis limited its membership to the US and Canada until 1962, when worldwide expansion was approved. Since then, Kiwanis has spread to all the inhabited continents of the globe and there have been three individuals from outside the US and Canada serve as Kiwanis International President.

Kiwanis Service Leadership Programs

As Kiwanis membership has grown and enthusiasm for its service-based format has spread, Kiwanis has created additional volunteer and leadership opportunities for people at every stage of life through the extended Kiwanis family and its Service Leadership Programs. These include:

Circle K International

Circle K International is a service club for college students with more than 14,000 members on 620 university and college campuses in 17 nations. Circle K was started in Pullman, Washington, and was formally organized as a service organization in 1947. Its members are committed to leadership, service, and fellowship. For more information about Circle K, please visit www.circlek.org or call 800-KIWANIS. For more information about Kiwanis, please visit www.kiwanis.org.

Key Club International

The oldest Kiwanis service leadership youth program is Key Club. Seventeen boys in Sacramento, California, made up the first Key Club in 1925, and today the organization is active in 23 nations and includes 4,786 clubs and 245,607 members. More than 2 million youth have enlisted in Key Club since its inception, including many later leaders in government, business, entertainment and sports, from US President Bill Clinton to Elvis Presley.

Builders Club

When middle school and junior high students began to show an interest in organizing to serve their schools and communities, the Builders Club program was launched in 1975. With support from Kiwanis clubs, Key Clubs, and Circle K clubs, the Builders Club network has grown to include more than 1,198 clubs and nearly 40,000 members in 10 nations.



K-Kids

This organization for elementary school-age students began in 1990 when the first club was formed in North Lauderdale, Florida, and formally adopted as a sponsored program by Kiwanis in 1998. Today 18,000 K-Kids in 544 clubs and nine nations are actively creating opportunities for community service, leadership development, and citizenship education. K-Kids is one of three components of the Kiwanis Kids program. The other two are Terrific Kids and Bring Up Grades (BUG).

Terrific Kids

Terrific Kids is a student recognition program that promotes character development, self-esteem, and perseverance. Students work with their classroom teacher to establish goals to improve behavior, peer relationships, attendance, and coursework. After a specific period of time agreed upon by the teacher, principal, and student, the child is recognized as a "Terrific Kid" (Thoughtful, Enthusiastic, Respectful, Responsible, Inclusive, Friendly, Inquisitive, Capable) for achieving his/her goals.

Bring Up Grades (BUG)

This program is designed to recognize students who raise their grades to an acceptable range and maintain or continue to raise them from one grading period to the next. Bring Up Grades, or BUG, awards students who continue to improve their grades by placing them on the school's BUG Honor Roll, and awarding them with a food-themed party and presentation of certificates and/or pins.

Aktion Clubs

In October 2000, Kiwanis extended service opportunities to adult citizens living with developmental disabilities through the formation of Aktion Clubs. These clubs provide members with opportunities to develop initiative and leadership, to serve their communities, to be integrated into society, and to demonstrate the dignity and value of citizens living with developmental disabilities. To date, there are more than 3,600 members in 152 clubs.

Kiwanis Junior

Kiwanis Junior clubs are recognized in Europe and help to share the Kiwanis service experience with younger adults, ages 18-35. Kiwanis Junior became an official program in 1992 and now includes more than 50 clubs.

Key Leader

Key Leader is a series of leadership development conferences aimed at high school students (Key Club members and nonmembers alike). Launched in 2005, the program is designed to reach a broader spectrum of students—not just academic achievers—and to teach service leadership.



Key Messages

Kiwanis International Defining Statement (Who we are):

Kiwanis International is a global organization of volunteers dedicated to changing the world one child and one community at a time.

Global

Kiwanis International Messaging:

- Kiwanis International is a world leader among community service organizations.
- The Kiwanis family comprises nearly 600,000 adult and youth members in more than 90 countries and geographic areas.
- Kiwanis International serves children and communities worldwide on both a local and global level.
- Kiwanis clubs respond to global issues while continuing to address the needs of their communities.
- Kiwanis International encourages Kiwanis clubs to carry out at least two projects every year—
 one that addresses local children's needs and another that addresses the needs of children in
 the global community.
- Kiwanis clubs also support the Worldwide Service Project focused on the elimination of
 iodine deficiency disorders (IDD), the number one preventable cause of mental retardation in
 children.

Local Messaging

- The/my Kiwanis club in (location) supports the Worldwide Service Project through activities such as ______.
- One of the great benefits of being part of a Kiwanis club is seeing the impact locally while also contributing to global causes.

Volunteerism

Kiwanis International Messaging

- Kiwanians are service-minded men and women who are united in their commitment to and compassion for others.
- Kiwanis volunteers are ordinary people who perform extraordinary work for children and communities around the world.



- The needs of the world are great, and together, members of the more than 8,600
 Kiwanis clubs around the world can and do accomplish great things for children and
 communities.
- Every day, Kiwanians are revitalizing neighborhoods, organizing youth-sports programs, planting trees, erecting playgrounds, and performing countless other projects to help children and communities.

Local Messaging

- The/my Kiwanis club in (location) has ______ volunteers with different backgrounds and talents. (Give examples of individual volunteer contributions.)
- Opportunities for people interested in service with Kiwanis range from ______ to _____. (Give examples of the types of roles volunteers fill.)

Dedication

Kiwanis International Messaging

- Members of the Kiwanis family dedicate more than 19 million volunteer hours and invest more than US\$100 million annually in projects that strengthen communities and serve children.
- In a typical year, Kiwanis clubs worldwide organize more than 150,000 service projects.
- The top service programs sponsored by Kiwanis clubs are college sponsorships (66 percent), Boy Scouts and Girl Scouts (40 percent), Kiwanis-sponsored projects such as Read Around the World (39 percent), community clean-ups (36 percent), Special Olympics (27 percent), and Children's Miracle Network (25 percent).
- Since 1994, Kiwanis International's partnership with UNICEF has raised more than US\$86 million in a global fight to eliminate iodine deficiency disorders—the leading preventable cause of mental retardation.

Local Messaging

- Kiwanis club members in (location) give more than ______ hours and have raised more than \$_____ for projects such as... (give examples).
- Some examples of the programs sponsored by my/the local Kiwanis club in (location) are...(give examples).
- The local Kiwanis club in (location) has been responsible for contributing \$______to
 the Kiwanis International Worldwide Service Project focusing on eliminating iodine
 deficiency disorders—the world's leading preventable cause of mental retardation.



Community Focus

Kiwanis International Messaging

- Kiwanians respond to the needs of their communities by working together to achieve what one person cannot accomplish alone.
- Every Kiwanis club assesses local needs and designs service projects to address those needs, then raises the funds and provides the volunteers needed to conduct those projects.
- Any community need can become a Kiwanis service project—our focus is to strengthen communities and make a better world for children through service and leadership.

Local Messaging

- My/The Kiwanis club in (location) has been responsible for the following projects that have helped the local community... (give examples and timeframes)
- Our Kiwanis club in (location), has donated more than (how many) volunteer hours and (how much) in monetary donations back to organizations in the (location) area.

Leadership

Kiwanis International Messaging

- Kiwanis, through guidance and example, works to develop future generations of leaders with its entire Kiwanis family and Service Leadership Programs (Key Club, Circle K, Aktion Club, Builders Club, K-Kids, Key Leader and Kiwanis Junior).
- Kiwanis Service Leadership Programs teach community service and leadership skills to elementary through college-age students.
- Kiwanis provides opportunity for budding leaders to form enduring friendships, to offer philanthropic service, and to build better communities for generations to come.

Local Messaging

 The/My Kiwanis Club in (location) sponsors the (Key Club/Circle K) at (High School/ University), which has (number) members and has done (description) projects for the community.



Criteria for Media Relations Success

There are lots of ways in which Kiwanis can get positive coverage in the news. To begin, try some brainstorming to come up with ideas for news stories. Then, measure your story against the following criteria:

Timeliness

- What new club happenings are occurring?
- Is Kiwanis about to announce a fundraising event or service project?
- Is there any way to tie in your announcement/event to a current event, holiday, or observance?
- Is your club celebrating an anniversary or noteworthy milestone?

Proximity

- Is the Kiwanis event/announcement occurring in the media outlet/station's coverage area?
- Is this event a first for your club? The county? The region? The world?

Impact

- Will it affect a lot of people?
- Who will be involved? Club members? Volunteers? Event-goers? General public?

Importance

- Is this important to the people in your community? Why? And why should it matter to them now?
- Is your club making any donations in the near future? What will these donations support?

Novelty

- Is the event/announcement unusual? Different?
- Can you connect your announcement/event with a local celebrity or elected official?
- Is there an opportunity to bring in a media personality to assist with your event? (e.g. Emcee of the event)

Sample News Release

For Immediate Release [Local Club here]



[address] [city, state, zip] [www.kiwanis.org or local Web site here]

For More Information:

[First name Last name, phone, e-mail address]

[City] Volunteers Go the Distance to Make a Difference

[First name(s) Last name(s)] to represent [City] Kiwanis club at Kiwanis International Convention in Montréal

CITY, State—Month, Date, Year—Joining approximately 6,000 other men and women committed to serving the children of the world, [First name(s) Last name(s)], will travel to Montréal to represent the [City] Kiwanis club at the 91St Annual Kiwanis International Convention. [Last name(s)] will participate in valuable training sessions and hear presentations from guest speakers at the convention, which is being held from [Month and dates]. [Last name(s)] will return to share [his/her/their] experiences with members of the [City] club as they work to further the Kiwanis mission of changing the world one child and one community at a time.

"[I'm/We're] excited to be a part of the enthusiasm and commitment that historically surrounds this event," said [Last name]. "It's my hope to use the tools and practices that I/we learn at the convention to better serve the children and members of our community."

"Kiwanis International convention is a powerful event that brings together volunteers passionate about children to share and listen to one another's success stories," said _ International president. "This experience will aid Kiwanis members in making a difference in their clubs, their communities and their world."

[Optional: Add information about local Kiwanis activities and how to become a member]

One of the world's leading community-service organizations, Kiwanis International serves children and communities worldwide by implementing volunteer service projects that respond to local and international community needs. The 600,000 adult and youth members of the Kiwanis family dedicate approximately six million volunteer hours and invest more than US\$100 million annually in projects that strengthen communities and serve children. Worldwide, Kiwanis International is committed to eliminating the devastating effects of iodine deficiency disorders, the world's leading preventable cause of mental retardation, through a partnership with UNICEF. For more information about Kiwanis International, please visit www.kiwanis.org.

Sample Letter to the Editor

Dear Editor:

I read Phuong Ly's article "Immigrants Keep Civic Clubs Alive" and while I was pleased to see that the author wrote about increased cultural diversity within civic organizations, the growth of one of the organizations cited in the article, Kiwanis International, was not accurately depicted.

Despite the article's implications, Kiwanis has grown over the years into an international service organization whose members represent communities from every part of the world and a variety of languages, origins, faiths and cultures.

Women now make up nearly one-fourth of Kiwanis International's total membership. At the downtown Kiwanis Club of Indianapolis, I served as vice president with a female president. The depiction of Kiwanis members being only "older men" further propagates the erroneous perception of the organization's membership.

It is true that the organizations mentioned in the article have not always been open to diversity. The past is the past and we who are members of Kiwanis International choose to look forward to the future—one in which women and minorities play an important role in helping us serve the children of the world.

We recognize that the face of Kiwanis must reflect the face of those communities that we serve and we are committed to continuing to diversify our membership. This isn't lip service—Kiwanis International has set a goal of 1 million members by our centennial anniversary in 2015. To do this, it surely will be required that members be of all backgrounds to join our ranks as we serve the children of the world. In this mission, all are welcome.

Name, Title Kiwanis Club of Indianapolis (###) ###-#### Street Address Indianapolis IN 46260 email@address

Sample Op-Ed

Is volunteering alive and well in Canada?

National Volunteer Week, April 23 to April 29, pays tribute to the millions of Canadian volunteers across the country who give of themselves to better their communities—in schools, in hospitals, at music festivals, on ice rinks—wherever there is a need, in small towns and in large cities.

According to the 2003 National Survey of Nonprofit and Voluntary Organizations, more than half of Canadian nonprofit organizations rely solely on volunteers to fulfill their missions. Our lives are enriched by those Canadians who volunteer more than 2 billion hours a year, equivalent to more than 1 million fulltime jobs.

And yet, we fall short when compared to other developed countries according to Imagine Canada's 2005 report, The Canadian Nonprofit and Voluntary Sector in Comparative Perspective. Though 3 percent of the economically active population in Canada volunteers its time, we trail other countries such as Sweden (5.1 percent of the economically active population), Norway (4.4 percent), the United Kingdom (3.6 percent) and the United States (3.5 percent).

Why do we trail the citizens of these countries when it comes to giving our time? We know that volunteering not only benefits the community, but also the individuals who give of themselves. Volunteers report their activities help them with their interpersonal and communication skills, increase their knowledge about issues related to their activity, acquire new skills, improve job opportunities, and expand their networking contacts.

Kiwanis International, a global organization of volunteers dedicated to changing the world one child and one community at a time, sponsored a survey on voluntarism that reported that 77 percent of Canadians believed the actions of one person can truly make a difference in the world. The 2005 survey, conducted in Canada and the United States, found that most people are motivated to volunteer time when they believe it will have a meaningful impact on their community.

Perhaps for some people, identifying where and how to volunteer is daunting. A community service organization, such as Kiwanis, provides opportunities and networks for volunteering.

We want to take this opportunity to salute the millions of Canadians who are volunteering and helping to build strong communities. And for those looking for volunteer opportunities in their local area, we encourage them to contact community service organizations such as Kiwanis (www.kiwanis.org) or other nonprofit organizations to find out how they can help.

There is a meaningful service project that will be a good fit for your interests and values.

Sincerely, Name, Title **Kiwanis** (###) ###-#### Street Address email@address



Public Relations Tips and Tools

First Step: A Media Audit

If you are not already familiar with the reporters in your area who cover community issues, children and families, education, etc., your first step will be to conduct a media audit.

- **Determine Target Outlets.** Consider what local newspapers, Web sites, newsletters, radio stations, and television stations are reaching your potential members and supporters. Make a list of these top outlets and record their address, phone number, Web site, and email addresses.
- **Find the Right Reporter.** Call the front desk or editorial desk of each media outlet on your target list and ask which reporters and/or editors cover the subjects in which you are interested. Be sure to include columnists who report on community news and editors of community calendars and sections such as "People in the News."
- **Relationship Building.** Once you determine the individuals you want to target with your news item, give them a call. Be respectful of the reporters' time and first ask them if they are on deadline and would prefer if you called back at another time. If they are able to talk, introduce yourself and give a brief background on why you are calling. Ask reporters:
 - What subjects they cover regularly.
 - How they would like to receive information from you—phone, email, mail, fax?
 - What their interests are right now and the trends they are following.
 - What information you can provide them from your club that would be of interest.

Keep in mind that this first phone call will not likely result in the reporter covering your Kiwanis club. Instead, it will be the beginning a mutually beneficial relationship between you and the reporter and will help you understand what stories might be of interest to them in the future.



News Release Success

A news release is often the preferred method for media outlets to receive news. However, not all news releases are successful. Consider these tips when customizing your release and distributing it to media:

- Consider Your Audience. When customizing the release with information about the news from your Kiwanis club, ask yourself, "Why should the reader care?" The media will be interested in your release more if they feel it will have an impact on their readers. So, by asking this question and including the answer to it in your news release, you increase the likelihood of getting media attention.
- **Get the Word Out.** When it comes time to distribute your news release, send the release to each media contact through their preferred delivery method. Include a note with the news release letting the reporter that you have spokespersons available and to contact you to schedule an interview. (Make sure your spokespersons are aware of their role, potential questions they could be asked, and that they are prepared for a possible call)
- **Be Persistent.** Within a day or two of distributing your news release, place a phone call or e-mail to each media contact to ask them of their interest in your release and see if they have any additional questions or would like an interview. Often times, reporters receive so much information that a quick reminder will be appreciated and will bring their attention back to your story.

Op-Ed

Op-Ed columns and letters to the editor give you the opportunity to communicate directly to the public—including influential decision-makers—and shape or frame a debate in your own words, instead of asking a reporter to frame the story for you. There may be opportunities for you to utilize an Op-Ed or a letter to the editor in your efforts to raise awareness of the good work Kiwanis is doing in your community and around the world.

What Makes a Good Op-Ed?

An Op-Ed is a column or guest essay published in the opinion section of a newspaper (Opposite the Editorial page). Most are between 500-750 words, and most outlets will take submissions by fax, e-mail or mail.

- **Finding the Right Timing.** Op-Eds should present an argument that is relevant and timely. For example, there might be a recent news item involving children in your community or a particular community issue that your Kiwanis club could urge support for. Op-Ed page editors are not looking for event announcements, promotional materials, or generic ideas.
- Who is Delivering Your Message? Find a well-known person—perhaps your president or a

well-known community figure—who can sign the Op-Ed column's byline. Be sure to include that person's title, home address, phone number and email address when you submit the Op-Ed in case the publication would like to verify any information with them.

- **Short and Sweet.** Aim to keep your Op-Ed to fewer than 650 words. After writing a first draft, eliminate all unnecessary words or repetitive sentences. Again, remember to avoid technical jargon and acronyms.
- Deliver then Follow Up. Most newspapers will prefer that you send your Op-Ed to a specific e-mail address. If they don't make it clear on their Web site, call the main number and ask. Once it's been sent, don't call the newspaper or magazine repeatedly. If they're going to publish your piece, they'll call you. Don't be discouraged if your piece is not published; consider submitting it to another publication.

Submitting a Letter to the Editor

A letter to the editor is an opportunity to offer a short rebuttal or differing perspective to an article recently published in the media outlet. Similar to an Op-Ed, a letter should present a distinct perspective—the difference being that the letter generally must directly refer to an article that appeared within the past week or so.

- **Make it Timely.** One of the most important elements of submitting a letter to the editor is ensuring that you respond quickly. Remember: News is timely. You should aim to send your letter no more than four days after the original article was printed.
- **Remain Clear and Concise.** Though letters to the editor should typically be fewer than 250 words, most newspapers will edit them down to fewer than 100 if they decide to print it. Therefore, it's important to make your case clear and concise. The more impact each sentence in your letter has, the less editing the paper will do if they publish it.
- **Pick a Messenger.** Just as with an Op-Ed, determine a well-known individual from your Kiwanis club as the source of the letter. In the letter, make clear why this person is a credible source of information on the topic. For example: "As president of the local Kiwanis club..." or "In my 20 years of community service..."
- **Getting it Submitted and Published.** Many larger newspapers will have a general e-mail box for letters to the editor. Check the publication's Web site or call the main number to get this address. Include full contact information of the person writing the letter, including a local address within the newspaper's readership area. It is not encouraged to aggressively follow-up on a letter to the editor, as publications may receive hundreds of letters every day. If the paper is going to print your letter, they will likely do so within a week of the original article.



"One Can Make a Difference" **Kiwanis Brand Campaign**

About the Campaign

The Kiwanis brand campaign, "One Can Make a Difference," was designed to create a stronger awareness of the Kiwanis International organization and the Kiwanis mission. The campaign differentiates Kiwanis from other service organizations as the premier adult and youth volunteer organization serving children and communities across the globe.

Creative Direction

The creative strategy for the "One Can Make a Difference" campaign parallels a "pay it forward" theme—the idea that one person can touch just one other individual, who will touch another, benefiting entire communities exponentially. The campaign complements the Kiwanis mission of "changing the world one child and one community at a time."

Campaign Objectives

- Define and create a greater awareness of the Kiwanis name.
- Promote the changing face of Kiwanis.
- Strengthen the Kiwanis voice as an advocate of children and communities worldwide.
- Create a brand that increases Kiwanis' ability to raise funds.
- Increase Kiwanis membership by strengthening recognition of the Kiwanis brand and mission.

Campaign Components

The campaign consists of print, radio, and television advertisements that creatively illustrate the future potential of a child.

Benefits to Kiwanians

The campaign was created to:

- Help unite all Kiwanians around the world with a sense of oneness and community.
- Empower Kiwanians to speak of the good Kiwanis is doing for the world.
- Create a unified platform for Kiwanians to communicate the efforts of the work they and other Kiwanians are doing in your communities.
- Help you encourage others to join Kiwanis by appealing to their desire to support children and improve communities across the world.



Sample News Release

For Immediate Release



Kamp Kiwanis 9020 Kiwanis Road Taberg, NY 13471 www.kiwanis-ny.org/kamp/

For More Information:

Lila Trickle, 312.233.1218, lila.trickle@edelman.com

Editor's Note: Media are able and encouraged to attend. Please call to confirm attendance.

Kamp Kiwanis Offers Free Summer Camp to Children of **Military Families and Civil Servants**

Grants from the Kiwanis International Foundation and New York District Kiwanis Foundation Make Camp Experience Possible

TABERG, N.Y.—June, 2006—Kamp Kiwanis has declared July 2-7, 2006 as a free one-week summer camp exclusively for children of military families and civil servants in the state of New York.

Kamp Kiwanis, a children's camp in upstate New York that is owned and operated by the New York District Kiwanis Foundation, provides children with a wide range of safe and entertaining activities for six weeks every summer. With grants from the Kiwanis International Foundation and the New York District Kiwanis Foundation totaling \$47,000, Kamp Kiwanis added an additional week to its summer schedule to provide a traditional camp experience for children of military families and civil servants ages 8-14 from New York City and throughout New York state.

The camp will be held concurrent with the July Fourth holiday to embrace the spirit of Independence Day by showing appreciation for the extraordinary men and women who perform service above and beyond the call of duty, as well as the families who support them.

"Kamp Kiwanis is excited to offer this special week to these children and to provide them with a safe, fun and supportive atmosphere away from the normal stresses of daily life," said Rebecca Lopez, executive director of Kamp Kiwanis. "This week is also intended to remind the public of the admirable service their mothers and fathers perform every day in this country."

The Kiwanis International Foundation and New York District Kiwanis Foundation grants have made costs associated with the camp – including transportation, drop-off and pick-up – completely free for the families. Kamp Kiwanis staff worked diligently with outside agencies, military bases and non-profit organizations in New York to publicize and extend the opportunity to eligible children throughout the state.

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The week of camp will culminate in a "Color War" Summer Olympics, where teams of children will engage in friendly competition in a variety of sports and participate in a team-building award ceremony on the evening of Thursday, July 6, 2006. (Note: Media are able and encouraged to attend the ceremony.)

"Kiwanis is extremely proud to support this week for military children and stands behind the Kamp Kiwanis tradition of creating quality experiences and memories for children that will last long after the camp is over," said Steve Siemens, president of Kiwanis International.

ABOUT KIWANIS INTERNATIONAL:

Founded in 1915, Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. Kiwanis International and its service leadership programs for young people, including Circle K, Key Club, Key Leader, Builders Club, K-Kids, Kiwanis Junior and Aktion Club dedicate more than 19 million volunteer hours and invest US\$100 million to strengthen communities and serve children annually. The Kiwanis International family comprises 600,000 adult and youth members and 8,600 clubs in 96 countries and geographic areas. Kiwanis members make their mark by responding to the needs of their communities and pooling their resources to address worldwide issues. Globally, Kiwanis International has focused humanitarian efforts on eliminating iodine deficiency disorders (IDD), through the Worldwide Service Project, a US\$75 million campaign in partnership with UNICEF, which began in 1994. For more information about Kiwanis International, please visit www.kiwanis.org.

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Sample News Release

For Immediate Release



Kiwanis International 3636 Woodview Trace Indianapolis, IN 46268 www.kiwanis.org

Contact: Stefanie Gordish, (312) 240-2622, stefanie.gordish@edelman.com

Kiwanis K-Kids Send Companionship to Children in Disaster-Stricken Thailand

LINDEN, New Jersey - April 29, 2005 - Today, following four months of teddy bear collection, members of Kiwanis International's elementary school service organization, K-Kids, along with students and parents from Linden Elementary school, will gather at the school for Operation Teddy Bear. A program developed to provide comfort and companionship, Operation Teddy Bear will prepare more than 3,000 teddy bears for shipment to disadvantaged children in Thailand struck by recent tragedy.

Operation Teddy Bear was organized by the Linden Elementary School children shortly after the December 26 tsunami hit Southeast Asia. "The K-Kids wanted to reach out to the children affected by this disaster and when Kiwanis International heard of their plans, we pitched in to help the school make the necessary connections," said Elizabeth Warren, service programs manager for Kiwanis International. "Operation Teddy Bear is right in line with our mission of supporting children and communities around the world."

The teddy bear packing, sendoff and celebration is expected to bring more than 500 Kiwanis members, K-Kids, parents and school staff to the Linden Elementary School gym. A representative from the Thailand Tourist Authority will open the event with a small presentation to teach the children about Thailand's culture and history.

"We think it is important for the kids to learn about the culture in Thailand and the similarities that children of all nations have in needing support and companionship," said Diana Braisted, principal at Linden Elementary School. "We are so thankful for the support that Kiwanis International and other donors have offered us in helping meet our goals."

Immediately following the presentation, Kiwanis K-Kids and other participants will begin packing the bears with handwritten cards into boxes. The shipment will travel on Sunday, May 1 as VIP cargo on the first nonstop flight from New York to Bangkok on Thai Airways International Public Company Limited. With the support of InConTra Inc., children will travel from all over Thailand to Bangkok to greet the teddy bears at the airport.

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One of the world's leading community-service organizations, Kiwanis International serves children and communities worldwide. K-Kids, a Kiwanis-sponsored organization, is a student-led community-service organization and is suited for students in grades one through five. Kiwanis International and its sponsored organizations are dedicated to changing the world one child and one community at a time. Kiwanis volunteers dedicate more than six million volunteer hours and invest more than US\$100 million annually in projects that strengthen communities and serve children each year.

ABOUT K-KIDS:

K-Kids, a Kiwanis-sponsored organization, is the youngest and fastest growing service organization for elementary students worldwide. These clubs are ideally suited for students in grades 1 through 5 (ages 6 to 12). K-Kids is a "student-led" community-service organization, which operates under school regulations and draws its members from the student body. K-Kids is unique because it's sponsored by a local Kiwanis club, composed of leading business and professional people of the community.

ABOUT KIWANIS:

Founded in 1915, Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. Kiwanis International and its service leadership programs for young people, including Circle K, Key Club, Key Leader, Builders Club, K-Kids, Kiwanis Junior and Aktion Club dedicate more than 19 million volunteer hours and invest US\$100 million to strengthen communities and serve children annually. The Kiwanis International family comprises 600,000 adult and youth members and 8,600 clubs in 96 countries and geographic areas. Kiwanis members make their mark by responding to the needs of their communities and pooling their resources to address worldwide issues. Globally, Kiwanis International has focused humanitarian efforts on eliminating iodine deficiency disorders (IDD), through the Worldwide Service Project, a US\$75 million campaign in partnership with UNICEF, which began in 1994. For more information about Kiwanis International, please visit www. kiwanis.org.

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Editor's Note: Photos from the event will be available on Monday, May 1.

Notes



www.kiwanis.org

3636 Woodview Trace Indianapolis, IN 46268 USA Worldwide: 1-317-875-8755 US and Canada: 1-800-KIWANIS