April 2015

**Centennial updates**

Kiwanis International continues to celebrate the Centennial Anniversary with recent tour stops in St. Louis and Troy, MO, and Quincy, IL. Playgrounds were a huge part of the celebrations, as Troy Kiwanians rebuilt a playground in October and dedicated the structure in April. The Troy paper covered the dedication on its website.

Following the Troy event, meetings with St. Louis County officials and a gala dinner, the Centennial Tour moved north to Quincy where ground was broken on a new all-inclusive playground. The three Kiwanis clubs in Quincy have developed a great relationship with local media and had extensive coverage with a story in the local newspaper, and on television.

Centennial celebrations continue with clubs in Portage, IN, receiving coverage for a birthday bash and clubs who combined the birthday celebration with Kiwanis One Day events. Two examples include events in Lima, OH, and Pueblo, CO.

Clubs continue to use proclamations for the Kiwanis Centennial to garner media coverage, including a club in Las Cruces, NM. Download a proclamation template with distribution instructions. It’s not too late to get media attention surrounding Kiwanis’ 100th anniversary.

**Helping Circle K spread the word**

If your club sponsors a Circle K International club, encourage the club to reach out to the student newspaper for coverage of their events. The Vidette Online at Illinois State University covered the CKI club and its events; and the University of California Davis CKI club was successful in pitching The Davis Enterprise a story about the awards won at district convention. Just another way to tell the story of Kiwanis and the many ways clubs serve their communities.

**Can’t place a story? Try a letter to the editor**

If your club has not been able to convince a local reporter to cover the great service you do in the community, try sending a letter to the editor with details about your club’s event. Be certain to name your club and include contact information.
The Tennessean newspaper ran a short letter in which Kiwanis club members thanked local business for donating to an auction; the Appleton, WI, paper ran a letter in which the area club listed service projects and community involvement. It's a great opportunity to recognize your club, your volunteers and local community members.

For one reason or another, sometimes traditional media just won't recognize the efforts of your club. There's no reason why you can't be a reporter. Gather the facts of the event yourself, write a story, then publish it on your club's social media platforms, like Facebook. After you and all your club members share the story with friends, you may have reached more people than the local newspaper!

**Join efforts!**

Looking for a service project to help a community organization or nonprofit? A Kiwanis club in Flagler, FL, supports a local nonprofit and enlists Builders Club and Key Clubbers to help with the service project. Engaging the youth in the work helped this club gain media attention from the local newspaper.

**Time to "pin" those pictures**

Does your club have a Pinterest account? Kiwanis International will soon launch a Pinterest account with photos from service project and clubs around the world. If your club is considering Pinterest, read this article from PR News Online for some tips and suggestions on how to best tell your story using the online digital bulletin board.

**Kiwanis One Day stories tell your service story**

We hope your club participated in Kiwanis One Day on April 11 and will enter a video in our Kiwanis One Day contest on Facebook. Lots of clubs joined together to work on community service projects, including clubs in Columbia, MO; Palo Alto, CA; Lima, OH, and Hays, KS. Make sure you notify your local media about your one day events, share your video on the Kiwanis International Facebook page and use your club's social media accounts to tweet, post and share the service projects your club held to be a part of Kiwanis One Day.