February 2016

Kiwanis One Day
We’re preparing for the 2016 Kiwanis One Day on Saturday, April 2—a single day to show our collective power as the Kiwanis family and to make a difference in communities around the world.

You’re invited to participate in Kiwanis International’s video contest. Record a short video of your club’s One Day project, upload it to the video contest tab on our Facebook page starting April 4, then encourage members, friends and family to vote for it. The video with the most votes will be declared the winner, and the club will receive a GoPro camera as the top prize. Find all of the Kiwanis One Day assets and ideas—including a news release and tips to identify and plan a One Day project—on the Kiwanis One Day webpage. Check the webpage frequently for updates like fun graphics to share on social media.

And, while your club is planning One Day events, don’t forget the items you might need
from the Kiwanis Family Store, including the popular One Day T-shirt club members can wear to the service project.

**Signature Service Projects**

Does your club have a Signature Service Project—the one project for which your club is known and revisits time and again? If not, visit our new Signature Service Project webpage, complete with a toolkit, to help your club members identify, promote and work with partners to bring a project to life. Review the toolkit during your next club meeting—you might even find ideas for your Kiwanis One Day project.

**Media stories with Kiwanis partners**

The Kiwanis Club of Simi Valley, in partnership with Scholastic Books, hosts a Reading Oasis at a local elementary school. Staffed by club members and other volunteers, the program provides materials and reading areas for students and their families before and after school.

The Simi Valley Acorn wrote a feature story detailing the project, from fundraising to construction. It is a great example of a club working alongside a Kiwanis International partner to solve or address a community problem. Learn more about our partners and how to work with them to meet community needs.

**Q and A feature**

Does your local newspaper offer a question and answer feature? If so, consider recommending one of your club members. A local paper in Kirksville, Mo., showcased a member of the Kirksville Kiwanis Club. A relatively new member, this young woman talked about the mission of Kiwanis, the club’s impact on the local community and information on where and when the club meets.

Or, if your local newspaper awards a citizen of the month honor, consider nominating a club member. The Federal Way Mirror in Federal Way, Wash., received a nomination for Beverly Triplett. Upon winning the monthly honor, Beverly was featured in a story that outlined her activities, including involvement with a local Key Club and Builders Club. Look for these opportunities in your community as a way to feature club members who are examples of what it means to be a Kiwanis member.

**Tell your story through social media**

The Kiwanis Club of Aurora, Ill., launched a fun ice breaker at a recent meeting. Members wrote questions on pieces of paper, folded the papers into airplanes and sent them flying. This YouTube video shows some flights were more successful than others. What a fun way to encourage member interaction and engage others through social media!
The Vinton Kiwanis Club in Vinton, Iowa, shared photos of a fun activity on social media last month. Club members uploaded a gallery of images to their local newspaper’s Facebook page, showing third graders at Tilford and Shellsburg schools receiving dictionaries and learning how to use them.

Posting content on a news organization’s social media site is an easy and inexpensive way to share your story. Many times newspapers, television stations and radio stations don’t have the resources to cover every event, and buying advertising is expensive. Check your news organizations' social media sites to see if you can post photos or share albums of club projects.

**Remember the Kiwanis family for story pitches**
When promoting club activities and events, don’t forget other clubs in the Kiwanis family. Builders Club activities often offer wonderful examples of youth volunteers who take pride in their communities. The Builders Club in Tallmadge, Ohio, created a Senior Safety Program to ensure their elders live in a safe environment. Club members worked with the fire department to create a safety check list designed to keep residents safe in their homes.

**Improve your presentations**
Have you ever counted the number of times you say “um” or make grand hand gestures during a presentation? The professionals at Ragan Communications offer these tips to improve, including using a flip camera or a smart phone to record your presentation. You might be surprised at what you see when you watch it—like rocking back and forth or giving facial expressions that don’t match your message. Recording and reviewing your next presentation or media interview is an easy way to practice sharing your message.