January 2016

**Kiwanis One Day video contest set**

Short videos are a great way to share your club’s projects. The latest technology has made it easy to shoot a video and post it to your club’s website, and then share it on social media sites such as Facebook and Twitter. In 2015, Kiwanis International encouraged clubs to make a short video for Kiwanis One Day and upload it to our Facebook page. The club that posted the video that garnered the most votes received a GoPro camera.

We’re holding the contest again this year! **Kiwanis One Day** is set for Saturday, April 2, and clubs are encouraged to make a video of their project, showcasing their members and those they are serving. If you don’t know how to record a short video, you can watch our [instructional video](#).

Last year, 18 clubs participated, with the [winning video](#) submitted by the Kiwanis Club of Downey, California.

When your club plans its Kiwanis One Day project, remember to talk about ways you can show your work in the video. Our instructional video has all the highlights: Keep it short, make it fun and be sure to show your club name or the Kiwanis logo.

After your video has been created, upload it to the [Kiwanis International Facebook page](#) beginning April 4, 2016 (the Monday after Kiwanis One Day). Be sure to take photos of your Kiwanis One Day event too, and share those on Facebook, Instagram and Twitter using the hashtag #KiwanisOneDay. The deadline to upload your contest entry is 11:59 p.m. PST on April 25.

Voting will begin at 9 a.m. PST on April 27. You’ll be able to vote for your favorite videos once per day. The video with the most votes by midnight PST on May 3, 2016 will win a GoPro camera, so spread the word to your friends and family! The winner will be announced on Facebook on May 4.

As your district or club’s PR coordinator, be aware that Kiwanis will hold two Kiwanis
One Day observances in 2016. Our standard spring Kiwanis One Day, on April 2, will be followed by an opportunity to again hold Kiwanis One Day on Oct. 22. The Kiwanis International Board of Trustees recently approved moving the date from the spring to the fall, landing on the fourth Saturday of October. We’ll have more information to share in the early summer as we transition from April to October with our Kiwanis One Day projects.

While you are planning for your events, don’t forget the Kiwanis Store for all your event needs. Everything from T-shirts to caps to signs can be ordered for your Kiwanis One Day event.

Getting publicity for awards and club members

The Kiwanis Club of Bowling Green, Kentucky, pitched a story about a club member who received a distinguished service award. In Ottawa, Ohio, the Putnam County Sentinel carried a short story and photo about a Kiwanis club member who received the Walter Zeller Fellowship Award.

Award stories are a great way to get media attention for your clubs and your members. Another way to get coverage is to pitch a story about a club member who is a long-time volunteer, active in your club and in the community. The Visalia Times Delta (California) newspaper wrote a feature story about a local club member who got involved in Kiwanis because he wanted to make a difference in someone’s life – the same reason many men and women join Kiwanis clubs around the country. This article told the story of Patrick Salazar and his involvement in his Kiwanis club.

At your next Kiwanis club meeting, look around the room and see if there’s someone like Patrick – then pitch the story to your local paper about that person. We know kids need Kiwanis, and this is a great example of how club members help the kids in their community.

Pancakes with a purpose coming to an IHOP near you

If your club is looking for a quick, easy and fun-filled service project, and is near a Children’s Miracle Network Hospital, register to volunteer during IHOP’s National Pancake Day on March 8.

Kiwanis partners with IHOP and Children’s Miracle Network Hospitals - and this day is an opportunity to support two of our partners at one time. On National Pancake Day, restaurant guests enjoy a free short stack of pancakes for a suggested donation to the local CMN hospital. Kiwanis volunteers will be at the IHOP restaurants to encourage
guests to support the hospitals, explain our mission to serve the children of the world and give back to their community. Kiwanis members throughout the U.S. and Canada can now register to volunteer for shifts from 7 a.m. to 7 p.m. at their local IHOP. See what’s in store for club members, then sign up today on the registration page.

Friendly competition among clubs helps kids

If you are one of the many Kiwanis clubs that partner with a similar service club such as Rotary, Sertoma or Lions clubs, consider sharing that information in a letter to the editor or op ed piece mentioning the partnership. In Napa, California, Rotary and Kiwanis are in a friendly competition to raise money for various area charities, with the loser funding the next annual meeting. A Rotary club member wrote about the fun times and the Napa Valley Register ran the piece in early January.

Magazine’s WordPress blog now live

If you can’t wait for the next issue of Kiwanis magazine to hit the mailbox, visit the magazine’s new website to check out photographs, stories and the magazine staff’s new blog. These stories will inspire you in your Kiwanis journey.

Archiving your news

The Metropolis, Illinois Kiwanis club archives its robust newsletters publicly via Google Drive so anyone interested in learning more about the club and its activities has easy access to them. See how the club manages its archival content and determine if this is a good project for your club.

Industry tips for news releases

Do you add “for immediate release” to your club’s news releases, or try to “embargo” a story until a certain time or date? Those practices are no longer recommended, according to Ragan Communications, an industry leader in communication theory and best practices. Read Ragan’s four outdated practices and make your changes now.