Get ready to promote Kiwanis One Day!

Kiwanis One Day will be here very soon! This is a great opportunity to share the Kiwanis story and to inform your community about your Kiwanis club, your activities and the ways you support your city or town. Kiwanis One Day is Saturday, April 11, a day when Kiwanians around the world will gather to help their communities.

This year, clubs are being encouraged to make a video of their Kiwanis One Day project – not specifically to be shared with the media but to be shown at our convention in Indianapolis. Once you plan your event, make a list of scenes to record during your event, whether it’s a playground build, a painting project or a pancake breakfast. Watch the Kiwanis One Day contest video and read the contest guidelines.

Your club can post the video on your club’s Facebook page, or push it out via Twitter.

After you plan your event, write a news release about your project. Here’s a template to get you started. Be certain to identify your spokesperson, double-check your details and find the right reporter for the release. Most newspapers have a city desk or a news desk email that will accept general news items, so search the publication’s website for that information. Look for reporters who cover nonprofits, kids or events and send your information to that person. Many television and radio stations offer community calendars where individuals and organizations can submit events. Sometimes news organizations will scan that calendar for weekend events that could be good feature stories, so make sure to add your events to the calendar.

Include the name and telephone number of someone who can answer questions, either for the media if they are interested in covering the event or for the general audience who might see it and want to learn more or participate.

After the event, you can write a letter to the editor of your local paper, letting the community know what your club has achieved. You also can thank any sponsors or helpers, and link to your video on your Facebook page.

Convention registration deadline approaching

The Kiwanis International Convention and Centennial Celebration will be in Indianapolis this June – home of the headquarters of Kiwanis. We’re eager to show off our city to everyone in
Kiwanis. For those members in North America, we’re in the middle of the country so it’s easy to get here.

Kiwanis offers discounted convention registration fees if you register by April 1. As PR chair for your club, send an email to your club members reminding them of the registration deadline. Let your members know that early registration allows them to be entered to win restaurant certificates to downtown Indianapolis restaurants ranging from US$10 to US$100.

Follow the lead: Use the correct Kiwanis logo
The Kiwanis Club of Dyersburg, TN, put a billboard on the outskirts of town as part of the Kiwanis International Celebration. This logo, and all Kiwanis logos, are on the Kiwanis One page or search for logos and get a complete list in a variety of formats. It’s important to follow the lead of clubs like Dyersburg and use the correct Kiwanis logo.

Awards programs
Many Kiwanis clubs give awards to teachers, firefighters, police offers and community members but this award caught the eye of the Buzz Builder. In Santa Barbara, CA, the Kiwanis Club honored five local social workers by tying the honor to Social Work Month.

It's all about the pancakes
Kiwanians in Huntington, WV, had great coverage of their pancake breakfast by including a visit from Batman and Batgirl. The story gave the club an opportunity to talk about the service projects it holds and its participation in the community. Jazz up your pancake breakfast with a celebrity visit and use the opportunity to tell your Kiwanis story to local media.

Saying thank you
After your event, don’t forget to write a letter to the editor of your local paper. This provides an opportunity to thank any participants or sponsors and provide a way for interested community members to attend a club meeting. Read how the Piqua, OH, club thanked local members.

Be ready for the phone call
Before you write your media release, plan for your success. This article from Entrepreneur.com gives some rules to follow before and after you write your media release and helps you plan your answers when the media calls to cover your event.