



March 2016

We need you!

As club and district public relations chairs, Kiwanis is relying on you to share the message about Kiwanis One Day on Saturday, April 2 with the media in your community. We created a [customizable news release](#) you can download and distribute. Also check the [Kiwanis International Facebook page](#) and share the social media posts we've created for Kiwanis One Day. We've seen great engagement on our social media channels, and you can too with the graphics we've created.

It's contest time in Kiwanis land

Why have one contest when you can have two?

Kiwanis family members age 18 and older can enter the [Kiwanis One Day video contest](#) and win a GoPro camera for their club. Make a short video, demonstrating your Kiwanis One Day project. The videos will be posted on the [Kiwanis International Facebook page](#), and everyone will be encouraged to vote for the winner. Not sure about how to shoot a short video? We can help! You can [watch an instructional video](#) made by Kiwanis and get additional tips from [PR Newswire](#) on how to make your video shine.

Video entries can be uploaded starting at noon EDT on April 4, so encourage your club to make a short video and enter it in the Kiwanis One Day contest.

An additional contest, the **Legacy of Play Contest** with our partner Landscape Structures, Inc., will allow the winning club to receive **US\$25,000 in playground equipment** for installation during Kiwanis One Day 2017. For the Legacy of Play Contest, clubs should submit a playground proposal via a Legacy of Play Contest tab on Facebook—available beginning April 4—and ask for support via online voting beginning May 10.

The top 10 submissions with the most votes by noon EDT on May 27 will be finalists and the winner will be selected by a panel of judges. Good luck.

Brand guide and logo updates

Is your club using the correct Kiwanis logo and wordmark? Did you know Kiwanis has a brand and style guide where you can get the information?

You can review the [brand and style guide](#) online and make certain your club is meeting all the Kiwanis-style guidelines. It's important for all of us in Kiwanis to be consistent—in our clubs and in the face we present to the public. That's why we encourage clubs to use the official logo and wordmark on all materials.

It's hard to imagine the Apple, Coca-Cola or McDonalds brands being re-designed by a local affiliate to show individuality or personalization. These global corporations understand the importance of brand regulation—and we want Kiwanis club members to be proud of our brand and help it become more recognizable. Every time your club or district alters our brand, the message is diluted.

If you're not sure how to apply the brand to your club's banners, advertisements or other print materials, visit our [custom club logo website](#) and complete the online form. You can also receive special anniversary logos that mirror the special logo we created for Kiwanis' Centennial Celebration in 2015.

The form takes the guesswork out of logo creation. You'll receive a package of logos in files appropriate for print and digital use.

Create your own Kiwanis T-shirt

We know every Kiwanis club wants a special shirt. To help our clubs with this endeavor, we've created the [Kiwanis T-shirt shop](#) where you can customize a T-shirt from a variety of graphics and colors. You can even personalize with your club name. It's easy and fun. These soft cotton T-shirts will allow your club to dress with pride at your next event.

What's new in social media?

Does your club have a Facebook, Twitter or Instagram account? Or one of each? If not, you should build a page and assign a club member to post and monitor.

If you're not sure about a Facebook page, visit [Facebook's nonprofit resource site](#). This guide will help you start a page, learn how to recruit people to your cause,

raise money and build awareness. If you're on Facebook, you might have seen the new emojis that allow you to do more than simply like a post. You can select from a whole range of [Facebook reactions](#)—like, love, wow, etc.—so you can really describe how you feel about a post.

If you're not sure about what to post, or when to post, check out [this article on the types of Facebook brand posts get the most engagement](#). Posts that ask a question or show an image get the most engagement. Keep your text brief, and don't bother with hashtags on Facebook. The tips also tell you what day is best and what time of day gets the most views.

Partnerships to benefit your club

The Kiwanis Club of Mansfield, Ohio, took advantage of another service club's event and held a [pancake breakfast](#) at a weekend home show sponsored by the Mansfield Noon Optimist Club. A big fundraiser for the Optimists, the local Kiwanis club was able to keep its profits from the pancake breakfast fundraiser, and received mention in the newspaper story about the event.

Another partnership opportunity includes Kiwanis clubs banding together to raise funds. In North Platte, Nebraska, all three clubs sponsored a pancake breakfast and shared the profits. The [local newspaper](#) covered the event and each club was mentioned, along with the projects each club funds.