



INFORMATION/QUALIFICATION SHEET CLUB PUBLIC RELATIONS

2010-2011
Club Public
Relations



Project Goal:
By planing interesting events and publicizing club service and events in local newspapers and community venues potential members are cultivated.

The importance of this program:

This program becomes relevant to all clubs by helping increase awareness of Kiwanis while shining a light on the accomplishments of members.

The "Club Public Relations" Project is part 2 of a set of 6 programs needed to complete the Governor's Project Award criteria.

What Clubs can do to qualify (choose 1 or more):

- (1) **Publicize members** (both new and current) by spotlighting a short biography and picture in the club's newsletter or website.
- (2) Present **Legion of Honor** (25 years of service) Awards or **Legion of Merit Award** (district). Send a photo of the recipient to local newspaper, published in the clubs newsletter and or website. Invite honorees family members (potential members) to join the festivities. Make sure you have a Kiwanian present who will give out Kiwanis literature, including all club materials, to club guests. Have guests introduced by honoree.
- (3) A **Member's Biography** can also be presented as a **Club Program**. The spotlighted member gives a short talk about themselves and answers questions from the other club members.
- (4) Participate in **Kiwanis One Day Project**. Go to <http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=22> for a game plan.
- (5) Design a **Club Brochure or Newsletter**. For templates go to <http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=164>
- (6) Participate in the **One Can Make a Difference Campaign**. Go to <http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=7> for marketing and PR Resources. Ads can be sent to your local paper, printed and placed on community bulletin boards or distributed at your next service project or fundraiser.
- (7) Participate in **Read Around the World Project**. Go to <http://community.kiwanisone.org/media/p/275.aspx> for a usable Read Around the World Brochure. Bookplates can be found at <http://community.kiwanisone.org/media/p/8803.aspx>
- (8) Fill out the **Club Public Relations Form** below and report your success and receive your patch piece.

QUALIFICATION VERIFICATION

Kiwanis Club of

Date of Member Public Relations Event (PR)

Email a photo of Legion of Honor or Legion of Merit Honorees to District Office to be included in year end slide show (ann1@rochester.rr.com)

Event Description

Kiwanian Disbursing Kiwanis Literature

Membership Club Chair

Phone Email

Member PR Event Description (please use reverse side)

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President's Signature/Date

To receive your **Club Public Relations Banner Patch** (part 2 in set of 6) complete information above and send to:

Governor's Project Chair Rachel Kuperus, D.C., 108 West Maple Ave., Newark, NY 14513

For additional information contact New York District Secretary Ann Sewert at 315 331-6452 or email districtoffice@kiwanis-ny.org