The Kiwanis Clubs of CAPITAL, MOHAWK and VAN RENSSELAER Divisions – honored those businesses, which have been major sponsors of the Bell of Life Fund Drive for the Pediatric Trauma Unit at the Children’s Hospital at Albany Medical Center. Businesses, which received plaques for their support of the Bell of Life Fund Drive, included: Key Club, Circle K and Builder’s Club. To date, Kiwanis has raised over $300,000 to aid the efforts of the Pediatric Trauma Unit to purchase equipment and update training.

The Bell of Life Fund Drive raised $11,000 last year through the efforts of many volunteers from the Kiwanis Family of Clubs including: Key Club, Circle K and Builder’s Club. To date, Kiwanis has raised over $300,000 to aid the efforts of the Pediatric Trauma Unit to purchase equipment and update training.

As you know, the purpose of Kiwanis public relations is to create greater awareness, understanding, and appreciation of Kiwanis. This refers not only to relations with the public but among Kiwanians. External publicity and internal newsletters have been discussed; here are some other resources that might be used to promote Kiwanis.

1. Participation in holiday parades in the community, this may or may not require a fee. In some instances the club could sponsor an award to be presented at the end of the parade, such as originality of marching group or float.
2. Placement of road signs in the borders of the community indicating that a Kiwanis club meets in that community; also a sub-sign could indicate where and when the club meets.
3. Billboard signs and posters where applicable.
4. Tell your story in a club brochure. Every club should have a simple, concise, colorful (if possible) brochure which could include:
   a. Both Kiwanis Intl’l and club logos
   b. Brief explanation of Kiwanis International and “Serving the children of the world.”
   c. Name of club, meeting time and place, brief history. Point out that even though Kiwanis is an international organization, the focus of the local club is to meet the needs of children in your community as its first priority.
   d. A listing of the club projects
   e. Tell how Kiwanis would benefit the community
   f. Club roster (optional) could be included
   g. How Kiwanis benefits its members
   h. Expectations of membership
   i. Publicize the results of the club’s hard work; not the hard work itself
   j. Always provide a contact with phone number, e-mail address, and mailing address.
5. Make your meetings memorable. Create a master list of speakers to invite to do programs at the meetings. Make sure the meal is worth the cost. Begin on time. Introduce your guests and make them feel welcome.
6. Take advantage of member benefits. Many companies ranging from Pepsi to Unidad have partnered with Kiwanis to provide fund-raising opportunities for clubs and savings on products for members. Check them out on the Website at Kiwanis.org.
7. Subscribe to The Inciter Marketing Newsletter (available online at Kiwanis.org)
8. Be involved with the sponsored youth in your community: K-Kids, Builders Clubs, Key Clubs, Circle K, and Aktion Clubs. There are tremendous marketing opportunities. The seeds can be sown for future Kiwanis membership. Invite members and their parents to meetings on a rotating basis.