

## Ideas for Celebrating Kiwanis Family Month

### Kiwanis Participation

The Kiwanis International Board of Trustees established Kiwanis Family Month to encourage Kiwanis clubs to recognize their sponsored clubs. This is accomplished by the sponsoring Kiwanis club designating one week of November to recognize the sponsored program (K-Kids club) for service contributions to the school and community, as well as to further the elementary school program in these ways:

- Increased education and awareness about K-Kids
- Increased Kiwanis-family interaction
- Increased quality of sponsorship
- Increased pride in membership
- Increased service and publicity
- Increased new-club building.

If the Kiwanis club sponsors a K-Kids (elementary school-age students), Builders Club (middle/junior high students), Key Club (high school-age students), Circle K (college/university-age students), Kiwanis Junior (adults in Europe), or Aktion Club (adults with disabilities) the club should designate another week in the month of November to celebrate the accomplishments of this sponsored program.

**Listed below are suggestions that might help channel your club's efforts.**

- Have sponsored club members plan, organize, and conduct your Kiwanis club meeting.
- Work with local and school newspapers to develop articles saluting your sponsored club.
- Run advertisements thanking the sponsored club and commending their accomplishments. Make everyone aware of your Kiwanis club's pride in its sponsored club. School and community newspapers are excellent avenues for such advertisements.
- Bring a cake decorated with the sponsored club's emblem, to the student's meeting and present it to the members. Share in the festivities.
- Arrange with proper authorities to hang a banner in the school that might read: "The Kiwanis Club of \_\_\_ proudly salutes the (K-Kids, Builders Club, Key Club, Circle K Club, Kiwanis Junior Club, Aktion Club) of \_\_\_ School."
- Provide a school assembly speaker under the combined sponsorship of your Kiwanis club and the sponsored club.
- Conduct a joint social activity and include Kiwanis members and sponsored club members' families (especially parents).
- Present a suitable recognition item to the faculty advisor (perhaps a Kiwanis membership) for his or her efforts.
- Send news releases to newspapers and radio and television stations.
- Work with an outdoor advertising firm to erect a billboard "salute" within a highly traveled route to the school.
- Present each sponsored club member with a small gift in appreciation of his or her service. (See the appropriate Supplies Catalog for suggestions.)
- Brainstorm within the Kiwanis club for at least three ideas to promote a sponsored program week during Kiwanis Family Month in November.

**This bulletin contains three items that can be used to promote K-Kids club Week during Kiwanis Family Month in November: a proclamation sample, a sample press release, and a flier.**

### **1. K-Kids Club Week Proclamation**

This proclamation is a key to successful K-Kids club Week promotion. A photo session with city officials and Kiwanis and K-Kids club officers enhances public relations efforts. It will take time to coordinate a schedule between the mayor's office and the news media, but the coverage will be well worth it. (Reword the proclamation to accurately identify the participants.)

Be prepared with "plan b" as many newspapers refuse to publish grip-and-grin photos, preferring instead to use photos of Builders in action.

### **2. Sample News Release**

Contact local and school newspapers, as well as TV and radio stations. Determine deadlines and contacts to meet your desired publication date. Localize your promotions and include scheduled activities. People want to see what you are doing locally as a service organization.

### **3. Flier**

This flier is to be used among Kiwanis-family members in your area: Kiwanis, Circle K, and Key Club officers. School administration and faculty advisors also should receive one. Do not overlook your own Kiwanis club or K-Kids club. Make a copy for each member.

As this special week approaches, try to implement as many of these public relations tools as possible.

## **Ideas for Celebrating K-Kids Week during Kiwanis Family Month School**

1. Send special letters to the school superintendent, principal, and faculty members, explaining the objectives of K-Kids and what specific goals the club plans to accomplish this year. Offer assistance not only during K-Kids Week but the entire year.
2. Work with K-Kids members to make a special bulletin board display or a special display case about their service club and its objectives. Use photographs of past projects to tell the club's story to other students. Encourage K-Kids members to write special articles for publication in their school newspaper.
3. Plan and carry out special projects around the school for K-Kids Week:
  - Conduct an "Appreciation Banquet" for school leaders, members of the administration, and faculty to salute them for their efforts on behalf of the student body.
  - Help the students raise funds for a special cause in the school (new scoreboard or trophy case).
  - Conduct a "Teacher Appreciation Week" and present each teacher with a small token of appreciation.

## **Community**

1. Prepare special news releases about the K-Kids club for the news media. Include any information about special projects being carried out by K-Kids and Kiwanis clubs during this special week.
2. Contact radio and television stations, and urge them to use special announcements regarding K-Kids Week and what the Kiwanis family is doing to serve the community. Broadcasters often will do this during their free public-service time. Provide TV and radio stations with sample spot announcements. Be sure to also include an outline of the K-Kids club's activities both past and present.
3. Set up displays in the windows of local merchants (particularly those owned by Kiwanians) to help tell the K-Kids club story to the general public.
4. Ask your mayor to proclaim a citywide K-Kids Week, and have the proclamation signed at his/her office with the entire K-Kids membership in attendance.

## **Local Kiwanis Clubs**

1. Initiate plans to strengthen Kiwanis – K-Kids relationships by conducting a joint meeting with the K-Kids club providing the speaker, program, and entertainment for the Kiwanis members. If possible, the speaker should be a student who could give a report on his/her club's activities and tell about plans for the coming year.

2. Invite the school principal and faculty advisor as guests at a Kiwanis club meeting and pay special tribute to them. Present "Certificates of Appreciation" to Kiwanis members who have been especially supportive of the K-Kids club program. (Certificates are available through the Supplies Department at the International Office.)
3. Conduct a K-Kids - Kiwanis Fun Night to play basketball, volleyball, or bowling.
4. Conduct a joint K-Kids Club - Kiwanis project (Worldwide Service Project, Reading is Fundamental, etc.) in which both groups work closely together on all phases of the project.

The aforementioned ideas and suggestions are just a few of the ways your Kiwanis club can promote K-Kids Week during Kiwanis Family Month in November. Remember: The week provides an ideal opportunity to put the name of K-Kids club on the lips of everyone in the community. Do not let this opportunity pass by.

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### Mayoral Proclamation

**WHEREAS:** K-Kids, an elementary school service organization sponsored by Kiwanis International, is observing the week of November \_\_\_\_\_ as K-Kids Week; and

**WHEREAS:** The members of the K-Kids club of \_\_\_\_\_ are part of an international organization of more than 10,500 students dedicated

- To provide opportunities for working together in service to school and community.
- To develop leadership potential.
- To foster the development of a strong moral character.
- To encourage loyalty to school, community, and nation: and,

**WHEREAS:** The members provide hundreds of hours of service; and,

**WHEREAS:** The service provided by the K-Kids club will have a positive impact on our community and its citizens.

**THEREFORE:** I, \_\_\_\_\_, Mayor of the (city, town, village) of \_\_\_\_\_, do hereby proclaim the week of \_\_\_\_\_ in November as K-Kids Week, and hereby do call on the officials of the municipality and all citizens thereof to render all support to the members of this organization and make themselves aware of K-Kids, whose members this day are preparing themselves to be better, more responsible citizens as they provide meaningful service to our community.

**IN WITNESS THEREOF,** I have hereunto set my hand and caused the great seal of \_\_\_\_\_ to be affixed, on this, the \_\_\_\_\_ day of \_\_\_\_\_ Two Thousand and \_\_\_\_\_.

Mayor: \_\_\_\_\_

**For Immediate Release**

**K-Kids club Recognized during Kiwanis Family Month held in November**

**Local Contact:**

November is Kiwanis Family Month when Kiwanis clubs worldwide are highlighting the service work performed in schools and communities by the sponsored clubs they support, which include: K-Kids (elementary school-age students), Builders Club (junior high/middle school-age students), Key Club (high school-age students), Circle K (college, university-age students), Kiwanis Junior (young adults in Europe), and Aktion Club (adults with disabilities).

The K-Kids club at \_\_\_\_\_ School, sponsored by the Kiwanis Club of \_\_\_\_\_ has been busy this year, performing such projects as *maintaining the nature trails in Eagle Creek Park, participating in the Adopt-A-Highway Program along State Road 267, collecting canned food for the Gleaners Food Bank, sponsoring a Teachers Appreciation Week, and raising \$1,000 for the Kiwanis family's Worldwide Service Project to eliminate the most common cause of mental retardation, iodine deficiency disorders.*

"These young people work hard all year, but they have a great time doing it," says Kiwanis club president \_\_\_\_\_. "The impact the K-Kids club of \_\_\_\_\_ makes is tremendous. During Kiwanis Family Month, the Kiwanis Club of \_\_\_\_\_ will let them know how much we think of them. Not only that, but we are going to build a new K-Kids club this month and the \_\_\_\_\_ Key Club members are going to help us!"

K-Kids, sponsored by Kiwanis International, is designed specifically for elementary school-age students. The organization boasts more than 10,500 members in some 354 clubs in 4 countries. By sharing their time and talent, K-Kids members have a positive influence on their communities. Wherever help is needed, the local K-Kids club is quick to respond.

Each K-Kids club works with the home, school, and community to make life better by serving those in need and by helping other young people realize their potential. Participating students know that the only way to make life better tomorrow is by taking responsible action today.

The Kiwanis International Board of Trustees has set aside the month November as a time to promote Kiwanis sponsored programs and to recognize their contributions to the community and to the world.

## CELEBRATE KIWANIS FAMILY MONTH

November ..... November ..... November ..... November

### Ten Ways to Celebrate K-Kids Week During Kiwanis Family Month

1. ***Throw a party for all K-Kids clubs in your area. Invite all Key Clubbers and Circle K members.***
2. ***Ask the mayor to issue a K-Kids club Week proclamation.***
3. ***Ask the school to display signs, schedule convocation, or make special announcements.***
4. ***Submit news releases to newspapers and radio/TV stations.***
5. ***Recognize a K-Kids Member of the Day. Ask the school to announce the student's name during his/her special day.***
6. ***Let K-Kids club members run a Kiwanis club meeting.***
7. ***Set up a recruitment booth in the school.***
8. ***Charter a new K-Kids club.***
9. ***Arrange for K-Kids members to inter-club with Kiwanis, Circle K, Key Club, Builders Club or Aktion Clubs.***
10. ***Conduct a joint Kiwanis-Family Worldwide Service Project fund-raiser.***

What better occasion could you pick to honor your sponsored K-Kids club, its accomplishments, and advisors?

The Kiwanis International Board of Trustees has set aside the month of November for Kiwanis members everywhere to increase involvement with their sponsored clubs.

If your Kiwanis club already sponsors a K-Kids club or is considering doing so, use this month as your target date for making K-Kids your top priority!

