

# Reporting Results & Creating a News Release

These activities will allow club members to:

- Share the results of their service project.
- Collaborate as a team.
- Improve communication skills.

Materials needed:

- Access to a computer lab or group of computers with PowerPoint
- Knowing the Impact worksheet
- Evaluation worksheet

How to lead these activities:

Share your accomplishments with your sponsoring Kiwanis club, school leaders, and local media!

1. Ask your Kiwanis advisor for a chance to speak at an upcoming Kiwanis club meeting. Then ask your faculty advisors to invite your school leaders to attend an upcoming K-Kids meeting for a presentation.
2. Ask members to create a PowerPoint presentation for your sponsoring Kiwanis club and school leaders. Here's how:
  - a. Ask one person to be the club's presentation leader. He/she will ensure the slides are in the right order, have the same background and use good photos.
  - b. Ask members to pair up so that each member can put together one or two slides.
  - c. Organize the presentation into the four steps from the IDEA Toolkit—so your club can show what they did in each step. Describe how your club picked the service project and why. Here's how:
    - i. Share pictures and stories. Include quotes from members and share how the organization says the club has made a difference.
    - ii. Use notes taken during the Knowing the Impact activity and Evaluation activity. See pages 74–75 for more information.
    - iii. Thank the sponsoring Kiwanis club and school leaders for their support. Have the club create thank-you cards, which members will hand out during the presentation.
3. When the activity is over, thank everyone for their time and participation.
4. When the club presents to the Kiwanis club and school leaders, hand out the thank-you cards the club made in step 2.



5. Using the presentation created by the club, club officers should create a news release to share with the local media. News releases are letters you send to newspapers, television stations and radio stations. Here's how to do it:
  - a. Put your Kiwanis advisor's name and telephone number at the top of your letter.
  - b. Give your letter a headline that mentions K-Kids and the service project.
  - c. Describe the service project as briefly as possible: who, what, why, when, where and how. Try to use no more than 30 words.
  - d. Include good photos with captions. People in photographs should be identified from left to right.
  - e. Double-check names and spelling—and any numbers you give.
  - f. Ask your Kiwanis and faculty advisors to share the news release with local newspapers, television stations and radio stations.

