

TIPS & TOOLS

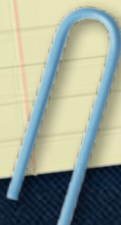


to tell the Kiwanis story

**From messaging, social
media and staging events,
get your club noticed!**



BRING THE
KIWANIS BRAND
TO LIFE!

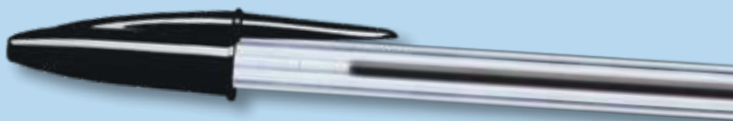


WHAT IS BRANDING?



BRANDING IS HOW PEOPLE SEE OUR ORGANIZATION.

It is the impact we have on communities around the world, and the emotion our words and actions instill. And it can have a big impact on how people in your community see your club. This notebook will help you bring the Kiwanis brand to life across your club's communication channels — consistently and effectively.



KIDS NEED KIWANIS BRAND CAMPAIGN

Kiwanis developed a plan to enhance our image: the Kids Need Kiwanis brand campaign. In three words, it communicates that we're about kids. The campaign's materials can help you show that Kiwanians have fun, laugh — and meet kids' needs, whatever and wherever they are.

Use the TV, radio, print, billboard, social media and digital materials in your club or district materials. It's all available at **kiwanis.org/brand**.

When you get there, remember the following tips and information.



VIDEO: Use these to tell the Kiwanis story.

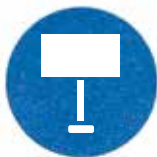
- Short videos are for social media, websites and meetings. Ask your local cable television provider or network stations if they can be used as public service announcements.
- Incorporate longer videos into presentations.
- More videos are available online at vimeo.com/Kiwanis



RADIO: Ask your local radio station if they use public service announcements. If so, you can select from our ready-to-use commercials — or commercials to which clubs can add identifying information and a call to action.



PRINT: These color ads have been developed for use in newspapers, magazines, directories or programs. Call your local publication to determine the cost to place an ad. Kiwanis International can help you resize an ad.



BILLBOARDS: Many outdoor advertising companies donate billboard space to nonprofit organizations if they provide the vinyl or the digital content. Ask your local billboard company if they allow nonprofits to use space that has not been sold. We can work with the billboard company to get them the file they need.



SOCIAL MEDIA: We offer cover photos and profile photos for Facebook and Twitter. These are easy to use and can be downloaded to your computer and uploaded to your social media accounts.



POWERPOINT: We provide a branded template with various slide designs for your presentations.



MEDIA RELEASES: Get media release templates on common subjects, as well as a letter to the editor and op-ed for newspapers.

KEY MESSAGES

Whatever you're promoting or communicating — whether it's your signature project, a fundraiser or the Kiwanis mission — you'll need some key messages. These are the points you want your audience to remember.

For that reason, key messages should be:

- Jargon-free.
- Informative but light on data.
- Supported with individual talking points.

ANOTHER TIP: Develop three key messages. It's enough information to support your communications, but not enough to overwhelm your audience. For example, here are three key messages about Kiwanis International:

- Kiwanis is a global organization of volunteers.
- Kiwanis clubs address the needs of children in their own communities and around the world.
- Kiwanis members have fun together planning projects, providing service, raising money and during social events.

NOTE THAT THEY'RE
SHORT AND EASY TO
UNDERSTAND.

For people who aren't otherwise familiar with Kiwanis, they give a sense of what the organization is about — in a way they can remember.



HERE'S A GUIDE TO HELP YOU DEVELOP KEY MESSAGES:

Topic/issue:

Background/history:

Key message 1:

Talking points:

.....

.....

.....

Key message 2:

Talking points:

.....

.....

.....

Key message 3:

Talking points:

.....

.....

.....

DEFINE YOUR AUDIENCE

Your message will vary depending on whom you're talking to. To communicate the right message to the right audience, there are a few things to determine.

YOUR KEY AUDIENCE(S): They could be members, prospective partners or donors, prospective members or someone interested in your club's work.

STRATEGIES: What do you want to do? Are your best opportunities events? Media relations? Community outreach?

BUDGET: Do you have a PR budget? If not, look at the strategies and tactics you are planning, and determine what it will cost to execute them.

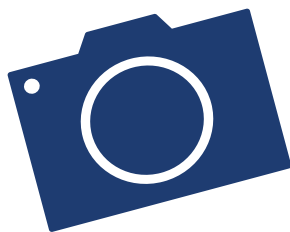
TIMELINE: When will you implement your strategies and tactics? Don't forget to include planning in your timeline.

IMPLEMENTATION/EXECUTION: What needs to take place for you to implement your plan?

EVALUATION: How will you measure your progress and the ultimate success of the plan?



LET YOUR PHOTO TELL YOUR STORY



Compelling photos and videos tell your story best. Vibrant images show what Kiwanis club members do and who they serve.

PHOTO TIPS:

- Determine your goal ahead of time.
- Anticipate the situation and imagine the shot. If you are photographing an event with kids, think about the image of the child receiving something instead of the club members standing in a row.
- A wide view of the room or event space is one option; another option is a closeup of faces. Take both photographs and see which shot you like the best.
- Get down to eye view. Kneel to get closer and avoid shooting down at your subject. You're much more likely to get a genuine expression this way.
- Avoid zooming in on your subjects. Move closer. Talk to your subject in a conversational tone and ask if you can take the photo.
- Keep the background simple. Avoid trees or items that appear to grow from behind a subject's head.
- Seek nice light and avoid shadows. Natural light works best if possible.
- Limit the use of a flash. Use only when the lighting is poor and you can't move to better light.
- Avoid shots of backs, including heads. Faces are ideal.
- For a staged shot, ask your subject to move forward from a backdrop, banner or poster. Do not have a person stand straight against a wall.
- When placing a photo in a layout, avoid squashing or stretching to fit a dimension. Find the right photo for the dimension you need.
- Avoid processing and filters as much as possible.
- Use Kiwanis photos for your social media cover photos, website photos or print pieces. You can download them from kiwanis.photoshelter.com. The password is Kiwanis (with a capital K).
- Download a photo release form: kiwanis.org/photorelease

DIGITAL UPDATES

It's a digital world. Make sure your club is up to date! Regularly look at your club's:

LOGO

The Kiwanis brand is diluted when members of the Kiwanis family aren't consistently using the correct logo. If you are still using the oval globe, change it to the current Kiwanis logo. All approved Kiwanis logos are available at [kiwanis.org/logos](https://www.kiwanis.org/logos). Or get a free custom club logo at [kiwanis.org/customlogo](https://www.kiwanis.org/customlogo).



Kiwanis®

WEBSITE

Make sure it's up to date with information about when and where you meet. Include contact information and information about your service projects. Download ready-to-use Kids Need Kiwanis materials at [kiwanis.org/brand](https://www.kiwanis.org/brand).

WEBSITES AND SOCIAL
MEDIA ARE THE FIRST
STOPS IN THE JOURNEY
TO MEMBERSHIP



FOR QUESTIONS OR HELP,
EMAIL US AT PR@KIWANIS.ORG
OR CONTACT YOUR DISTRICT'S
PR COORDINATOR

SOCIAL MEDIA

Facebook, Twitter and Instagram accounts are free — so they're great places to tell your story. That's why you should make them great places to visit:

- Post often. Make sure your club has at least two administrators for each account — so if one member can't post, the other can.
- Add posts and pictures from your last service project.
- Avoid posts of meals and meetings unless they show action.
- Use the ready-to-run videos, social media posts, cover photos and social media squares at kiwanis.org/brand.
- Make sure your contact information is correct.

Don't forget to follow Kiwanis International on social media — and share our posts. We post daily on Facebook and Twitter, and often tell inspiring stories of club activities and events. We also share graphics and videos — all information that you can like and share. Kiwanis' official Facebook page is facebook.com/kiwanis. Kiwanis' official Twitter page is twitter.com/kiwanis.



SOCIAL MEDIA IMAGE SIZES



FACEBOOK IMAGE SIZES

Facebook **Profile** (for personal pages)

Cover Photo

851 x 310 px



Profile Picture

180 x 180 px (min size)

Facebook **Company/Organization Page**

Same as
above.

Cover Photo

820 x 312 px

Facebook **Group** (discussion/forum)

Cover Photo

820 x 428 px

Facebook **Event**

Cover Photo

500 x 262 px

Facebook **Posts**

Share Image

1200 x 630 px
(on timeline: 487 x 255)

Create images for your website in this size so that they'll show up correctly when linked on Facebook.



INSTAGRAM IMAGE SIZES

Instagram **Profile**



Profile Picture

150 x 150 px
(on timeline: 487 x 255)

Instagram **Posts**

Share Square Image

1080 x 1080 px
(on timeline: 293 x 293)

Note: It doesn't have to be a square, but one side needs to be 1080 px.

This image size would also work for Facebook and Twitter.



TWITTER IMAGE SIZES

Twitter **Profile**

Cover Photo

1500 x 500 px



Profile Picture

200 x 200 px (min size)

Twitter **Posts**

Share Image

1024 x 512 px
(on timeline: 440 x 200)

Reminder: The 1080 px image from Instagram will work here too.



PINTEREST IMAGE SIZES

Pinterest **Profile**

Profile Picture
165 x 165 px (min size)



Share Pin

236 x X px

(no height limit)

Board Display

222 x 150 px

100 x 100

100 x 100



LINKEDIN IMAGE SIZES

LinkedIn **Page**

Cover Photo

1584 x 396 px

(1350 x 220 px visible area)



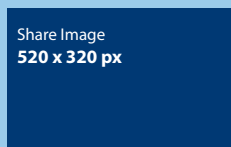
Profile Picture

130 x 130 px (min size)

LinkedIn **Posts**

Share Image

520 x 320 px



SOCIAL MEDIA POST GUIDELINES

	FACEBOOK	TWITTER	INSTAGRAM
LENGTH	Varies, but recommended length is fewer than 100 characters	Up to 280 characters but better as short "threads"	Similar to facebook
HEADLINE	None	None	None
PHOTO/VIDEO	Recommended for every post	Recommended but not required	Visual is priority!
LINK	Cannot link text (like in a Word doc); must be separate URL	Cannot link text (like in a Word doc); must be separate URL and uses up to 23 of your characters	Links not allowed anywhere except for a single bio link, which can be changed as needed

LOGOS, COLORS & TYPOGRAPHY

BRAND STANDARDS

USING THE LOGO



Kiwaniis®

PRIMARY LOGO

A 2-color: Blue and Gold



Kiwaniis®

A 1-color blue



Kiwaniis®

1-color black



Kiwaniis®

Reverse



Kiwaniis®

B 2-color: Blue and Gold



Kiwaniis®

MINIMUM SIZE



Kiwaniis

1.25 in or 3.175 cm

Kiwaniis

.25 in or .635 cm

VARIATIONS

Club & District logos



Kiwaniis®

CLUB OR DISTRICT NAME



Kiwaniis®

STACK LONG CLUB
OR DISTRICT NAME

! KEEP THE
KIWANIS BRAND
STRONG.

Do not use any other
image with your club
or district logo.

THE COLORS

PMS: PANTONE 295 blue
CMYK: 100, 70, 0, 40
RGB: 0, 57, 116
HEX: 003874

PMS: PANTONE 291 light blue
CMYK: 37, 8, 1, 0
RGB: 154, 202, 235
HEX: 99CAEA

PMS: PANTONE 872
gold (metallic)
CMYK: 20, 30, 70, 15
RGB: 180, 151, 90
HEX: B49759

PMS: PANTONE black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

PMS: PANTONE cool gray 6
CMYK: 35, 29, 28, 0
RGB: 170, 169, 170
HEX: A9A8A9

TYPOGRAPHY

PRIMARY FONTS

THESE FONTS ARE NEW TO THE KIWANIS BRAND. THEY COMMUNICATE A BOLD PRESENCE WHILE STILL MAINTAINING AN APPROACHABLE AND FRIENDLY LOOK.

Please follow these typography standards:

AB

Knockout
HTF67 FullBantamwt

For use in headlines only and in all caps.

AB

Knockout
HTF69 FullLiteweight

For use in subheads and other descriptor lines in all caps.

Aa

Avenir Next LT Pro
Bold

For use in short blocks of body copy, photo captions or in all caps as the lead paragraph of long-form text.

Aa

Avenir Next LT Pro
Regular

For use in short blocks of body copy, photo captions or in all caps as the lead paragraph of long-form text.

Aa

Adobe Garamond
Regular

For use in long-form, multi-page and editorial copy.

Aa

Adobe Garamond
Italic

For use in long-form, multi-page and editorial copy.

DON'T HAVE ACCESS TO THE PRIMARY FONTS?

USE THESE OPTIONS:

AB

Haettenschweiler

Alternate for Knockout HTF67 & HTF69

For use in headlines and subheads only and in all caps.

Aa/Aa

Arial
Bold/Regular

Alternate for Avenir Next LT Pro

For use in short blocks of body copy, photo captions and in all caps as the lead paragraph of long-form text.

Aa/Aa

Georgia
Regular/Italic

Alternate for Adobe Garamond

For use in long-form, multi-page and editorial copy.


All approved logos are available for download in a variety of formats. kiwanis.org/logos

TRADITIONAL MEDIA

You can accomplish a lot online. But traditional media such as television, radio and newspapers are still powerful ways to communicate. Follow these tips to get your story in print or on the air:

- Determine if your event warrants media coverage. A speaker at a meeting is not likely to attract media attention. A fundraiser for children in need, or an event where items are given to children or people in need, is a better bet.
- Develop three key messages about the event. (See page 4.)
- Use our template to write the media release and include your key messages. The most important information is **WHO, WHAT, WHEN, WHERE** and **WHY**. (See the template on page 16.)
- Make the beneficiary the focus of the story. Your club should not be in the first sentence of the story. That information comes later.
- Write the media release and have another club member, friend or colleague review it for grammar, spelling and punctuation.
- Identify a spokesperson who is comfortable delivering messages.
- Identify a club member who can respond to media and set up an interview, if needed.
- Identify a reporter who might be interested in covering your event. Look for reporters who cover children, philanthropy, education or service. Media websites usually include bios of reporters with information about their beats, or areas they cover.





AMPLIFY YOUR MESSAGE WITH TRADITIONAL MEDIA.

- Check the reporter's social media accounts to help identify the right reporter.
- Most media outlets prefer to receive news in an email. Email addresses are usually online, in the contact us or about us section.
- If you can't find an email address online, call the outlet and ask for the email address for the news desk (print) or assignment editor (television or radio).
- Copy the media release into the body of an email. Don't send attachments.
- Provide links to your club's website and social media pages.
- Offer to provide photos.
- Don't call the reporter to ask if he or she received your email. You can call to inquire if the event warrants coverage, or to find out if you could provide more information, or event photos.

PITCHING THE STORY

MEDIA RELEASE TEMPLATE EXAMPLE:



Kiwanis®

Contact:

LOCAL PR CHAIR NAME
Kiwanis Club of NAME
PHONE NUMBER
EMAIL ADDRESS

ATTENTION GETTING
HEADLINES ARE
A GREAT WAY TO
START YOUR PITCH!

HEADLINE [CITY/TOWN] Children to benefit from new playground

SUBHEAD Kiwanis Club of [NAME] funds new outdoor play space at [LOCATION]

CITY, STATE (DATE) – Children in [NAME OF CITY/TOWN/NEIGHBORHOOD] will receive a safe oasis of play with a new [INSERT DOLLAR AMOUNT] playground.

A service project of the Kiwanis Club of [NAME], the playground will be [BUILT/DEDICATED] at [TIME, DATE, PLACE] with [LIST ANY PARTNERS]. The club raised money for the project by [LIST A FEW FUNDRAISERS HERE] and by working with [PARTNERS].

"Kids need Kiwanis, now more than ever before, and this playground is an example of how our club can meet a need in our community," said [FIRST AND LAST NAME, KIWANIS TITLE.] "[Insert rest of quote about opportunity to invest in community's children with an outdoor play space, how project came together, how children will benefit.]"

[SPOKESPERSON'S NAME] said the Kiwanis Club of [NAME] supports several projects to benefit children, including [list service projects that help children in your community.]

With partners including [LIST ANY PARTNERS], the Kiwanis Club of [NAME] determined the playground was a perfect club project. [Add if applicable: The new playground replaces an aging structure that was soon to be torn down OR The new playground adds an all-inclusive play space for children in PARK/SCHOOL/ETC].

[Insert quote from partner, school, city park, etc., explaining how Kiwanis provided necessary funds for playground.]

The Kiwanis Club of [NAME, clubwebsite.com, social media channel such as Facebook or Twitter handle, welcomes new members who want to see community children thrive, prosper and grow. Information about becoming a member is available at [include link or phone number] or by attending a meeting at [TIME/DATE/PLACE].

[Add more information about what your club has done for the community here.]

INTERVIEW TIPS

An interview is a process. Even beyond the interaction between you and a reporter, it requires preparation and follow-up. Here are some tips for all phases of a successful interview.

BEFORE THE INTERVIEW:

- Determine three key messages — what you want the reporter to write or repeat. (See page 4.)
- Memorize your key messages. A note card with two or three key words is fine, but avoid pieces of paper with lengthy sentences during the interview.
- Avoid using jargon, facts or multiple numbers. Keep it short and simple — and memorable.
- Learn about the reporter who will conduct the interview:

Visit the outlet's website.

Check the reporter's social media channels.

Watch or listen to the TV or radio program; read the newspaper or magazine.

Anticipate questions. Reporters will not stick to your script. You can use bridging techniques to guide them back to your messages:

- Let me emphasize ...
- What's most important to know or remember is ...
- What matters most is ...
- And, as I've said before ...
- Let me just add that ...
- One thing that's important to remember is ...





DURING THE INTERVIEW:

- Be positive and upbeat.
- Keep your head up.
- Make eye contact.
- Follow your key messages and stay on track to make yourself quotable.
- Avoid rambling. Stay focused. Use an anecdote to tell the story.
- Project your voice and enunciate your words.
- Avoid saying, "That's a great question." If you know your key messages, you won't have to rely on transitions or stall for time to think of the answer.
- Use your club's name (e.g., "the Kiwanis Club of XYZ City").
- With any interview, act as if a camera is on you. Even without a camera, an observant reporter will record everything.
- Use a pause instead of saying oh, umm or ahhh.
- Be honest. If you don't know the answer to a question, say so.
- Avoid speculation. If you don't know something, offer to get the information, and ask for the reporter's deadline.
- Practice sound bites — 15- to 20-second sentences that tell your story and can easily be used on television or radio.
- Avoid answering a hypothetical question. Use your key messages to transition from a hypothetical situation or question.
- Maintain eye contact — especially if you are doing a television interview. Look at the reporter, not the camera.
- Never repeat a negative question, comment or rumor — it could be used as your quote.
- Avoid speaking for another individual or club member unless you are authorized to do so.

ALWAYS STAY
POSITIVE ... DON'T
REPEAT NEGATIVE
COMMENTS!

- Avoid “off the record” comments. Everything you say is fair game, even if it’s not related to the subject matter of the interview.
- Never say, “No comment.” It’s better to say you can’t provide any information and then return to your key messages.
- When you have completed your sentence, stop talking. If the reporter does not ask another question immediately, he or she could be formulating another question.
- Nervousness can cause people to speak softly or quickly — or both. Practice your messages in front of family or friends, and in front of a mirror.

AFTER THE INTERVIEW:

- ★ Don’t ask to see a story before it’s printed or aired.
- ★ If you promise to provide information after the interview, do so in the established time frame. If you said one hour, get back to the reporter in one hour.
- ★ A reporter might call to clarify a point or ask another question. This is a part of the process. Repeat your key messages and further develop your relationship.
- ★ You can call a reporter after the story is published or airs if you need to clarify a point. Avoid being argumentative.
- ★ You can send the reporter an email after the story airs or is published if you wish to say thank you.
- ★ Consider the reporter for a speaker at your club’s meeting. It’s a terrific way to learn about the news business.

STAGING AN EVENT

If the interview is conducted at an event, some key considerations will help you create the right atmosphere:

CHOOSE THE LOCATION:

- Create a place for photos or interviews. You can use your club banner or an event sign in the background. Use your club logo whenever possible. (See page 8.)
- Find an area away from the activity where a television or radio interview can be done. For TV, you'll want to see activity in the background.
- If you are at a service project, stand far enough in front of the activity so the camera can capture the work in the background.
- At an indoor or outdoor event, look for a simple background without a window or other distractions, such as art or plants.
- If you have a banner or logo, you can stand to the side of it.
- If you are outside, look for an area without traffic noise.





WHAT TO WEAR:

- For television, avoid wearing solid white or solid black, stripes, herringbone, plaid, floral prints or flashy jewelry.
- Solid, bright colors look best. A navy jacket or blazer, light blue shirt and a solid or stripe tie work best for men. One Kiwanis pin is plenty.
- If you are seated, sit on the back of your jacket to keep it from bunching up in front. Straighten your collar and tie.
- Women should wear a blouse or jacket and avoid a low or revealing neckline or collar. If you wear a skirt, knee-length is best. If you are seated in a studio interview, cross your feet at your ankles, not the knees.
- Men and women can wear powder on their nose and forehead to keep it from looking shiny. Women can wear lipstick but keep your makeup subtle.
- If you are doing an interview at a project, such as a pancake breakfast or a service event, a shirt with the proper Kiwanis logo is preferable. Make sure it's clean, pressed and fits your body. Wear a nametag if you have one.

AT THE EVENT

BODY LANGUAGE AND FACIAL EXPRESSIONS:

- For TV, always keep your eyes on the interviewer. Avoid looking at the camera.
- Keep a smile on your face — the camera could show you during the questions. A smile will make you look confident and relaxed.
- Avoid bobbing your head or using big hand gestures.
- Avoid crossing your arms against your body.
- Blink naturally.
- Have a light snack or drink before your interview, particularly if you are in a studio. You don't want your stomach to growl. But avoid eating quickly so you don't burp or hiccup.
- If you are seated, sit up straight. Keep your hands in your lap. Women should cross their legs at their ankles; men should keep both feet on the floor. If you are at a table, you can place your hands on the table — but keep them open, not clasped.
- If you are standing, don't lock your knees. Stand on the balls of your feet, with your feet six to eight inches apart, one foot slightly in front of the other. Keep your hands out of your pockets. Avoid swinging your arms and swaying or bouncing on the balls of your feet.



MAKING AN IMPACT:

- The first 30 seconds and the last 30 seconds of a message have the most impact. Return to key messages and repeat, repeat, repeat.
- Taped segments will be edited for sound bites, so practice your key messages in 10- to 15-second sound bites.

Remember the Rule of Seven:

The average person needs to hear something seven times before it starts to sink in.



REMEMBER
THE RULE OF
7!

CRISIS COMMUNICATIONS

CRISIS DEVELOPMENT WORKSHEET

A strong club can survive the unexpected — because it's prepared. That's especially true of a crisis. It could be the arrest of a club member for theft or embezzlement (either from the club or a workplace). Or it could be an accusation that a youth leader has behaved inappropriately. If your club experiences a crisis, call us and we can help.

This form can help you organize your thoughts and record what is known. Use it to outline brief responses that analyze specific key issues.



CRISIS WORKSHEET

KEY CONCERN IN CRISIS

Describe the situation

ANALYSIS

Describe how the situation threatens Kiwanis

OPTIONS

Develop holding statement while all facts are gathered

CRISIS WORKSHEET

OPTIONS

Develop three talking points for the situation

RECOMMENDATIONS

Describe what you would do

UNINTENDED CONSEQUENCES

List problems that could arise

COMMUNICATING WITH MEMBERS

Being clear and up-to-date with the people inside the club is important too. Here are some tips and resources for keeping everyone inspired and well-informed.

EMAIL

If your club uses email to communicate with members, follow these guidelines:

- Make sure it has a compelling subject line. Best practices suggest 30 characters or less.
- If you use an email delivery system with a template, use a short headline, typically 30 to 40 characters.
- Be succinct. Don't ramble.
- Have an identifiable call to action — what do you want the recipient to do?

HELP AND RESOURCES

- Subscribe to Buzz Builder, a monthly email with public relations, social media and event tips and trends.
Go to kiwanis.org/buzzbuilder.
- Read KI Update, a weekly email with inspiring stories, news you can use in your communications, including photos and graphics, and partner information.
- Manage your email preferences at kiwanis.org/subscribe.

MY CONTACTS

Name
Phone
Email
Organization

Name
Phone
Email
Organization

Name
Phone
Email
Organization

Name
Phone
Email
Organization

Name
Phone
Email
Organization



MORE RESOURCES
ARE ONLINE AT:
KIWANIS.ORG/POPULAR-RESOURCES



Kiwanis®

pr@kiwanis.org | kiwanis.org/brand