

KEY CLUB

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 USA 1-800-KIWANIS FAX 1-317-879-0204

West Virginia District Key Club



2011—2012

Public Relations Handbook

Introduction

On behalf of the West Virginia Key Club District and the Public Relations Committee, I am pleased to present this Public Relations Booklet. The purpose of this booklet is to give you and your Key Club suggestions and guidelines in the area of public relations. Sometimes Key Clubs have difficulty spreading the word about events and activities taking place in their home club. The suggestions and samples in this booklet will assist you in achieving your goals in the area of public relations.

This booklet is designed to assist you in interacting with the media, community, and faculty. You are encouraged to use the ideas and suggestions in this booklet as frequently as possible.

Julia Brown
West Virginia Key Club District Communications Chair
Public Relations Committee Chair
(E) wvkccommchair@gmail.com

Cameron Nelson
West Virginia Key Club District Bulletin Editor
Public Relations Committee Chair
(E) wvkceditor@gmail.com

Table of Contents

2. Introduction
3. Table of Contents
4. Publicity
5. Public Relations Campaign
6. Public Relations Planning Form
7. Working Effectively with the Media
8. Eight Things to Remember about the Media
9. News Releases
10. Sample News Release
11. Sample News Release 2
12. Sample District Convention Release
13. Sample International Convention Release
14. Sample Public Service Announcement
15. Letter to Faculty and Administrators
16. Email Communication
17. New Ways of Communication
18. Marketing and Promotional Tools
19. Checklist and Timeline
20. Key Club Facts

Publicity

To get your club name out use these six suggestions.

1. Institute a Member Recognition Program. There are certificates and recognition awards available on the Key Club website www.keyclub.org
2. Encourage members to wear their Key Club Member pins. If you have members wearing their pins, others may want to join the trend.
3. Create Club T-shirts that depict your club's commitment to service. The Key Club website offers great deals on T-shirts and other apparel that are affordable and attract attention.
4. Sponsor a membership banquet. This is a great way to get the community informed on what your club is doing. Also do not forget to invite your Kiwanis club because they would love to know what Key Club is up to.
5. Produce an informative club newsletter. Let your school know what a great organization Key Club is and the service we do. Also always invite them to come to the meetings.
6. Acknowledge individuals who help you get involved, and aid you in your success. Send out thank you cards and/or letters to those who have helped your club with a project. Sponsors will take you more seriously and will be happy to work with you again.

Also be creative! Posters and flyers can be extremely effective. Always consider your audience and select an appealing message to present to them. On your posters and flyers use eye-catching color schemes, logos that distinguish your club, and large headlines or teasers that will attract attention.

Public Relations Campaign

The goal of public relations is to change individual attitudes toward a particular issue and to establish a positive image over a long period of time. Public relations must speak to a particular group of “public” rather than a random audience. A long-term effort is necessary for a public relations plan to work. Your time, effort, and commitment will result in a positive image for your Key Club at your high school and community.

For Public Relations Planning follow these five steps:

1. **Organize** a public relations team, which includes individuals from several publics such as a faculty advisor, Kiwanis advisor, and Key Club members from various grades.
2. **Establish** goals for the year, which describe what you hope to accomplish with this plan. Consider the public relation challenges your club has faced, identify the publics you want to reach, and determine the image you want to develop.
3. **Create** an agenda for the public relations campaign. Brainstorm strategies and program ideas that will have the greatest public relations impact and help your club achieve its designated goal.
4. **Specify** the individual responsible for each task and a timetable for completion. Delegate responsibilities and create an implementation calendar.
5. **Evaluate** whether the goal was achieved, the reaction of the various publics, and improvements that must be made in the future.

Establish a public relations team and set three goals to improve your club's image!

Public Relations Planning Form

This form is designed to assist your club in planning a yearlong public relations campaign. The public relations team should complete this form by identifying goals, obstacles, strategies, a timeline, and evaluation.

- Specify public relations goals for the year.
- How will you measure success for achieving each goal? (money raised, number of goods collected, number of participant or persons served?)
- Who are the target audience?
- What obstacles exist that hinder you from achieving your goal?
- Specify public relations strategies to achieve your goal (consider events, co-sponsorship, publicity tools, and media interaction).
- Specify a timeline for implementation of public relations plan (establish deadlines and specify the individuals responsible for each task of the public relations plan).
- Evaluate the effectiveness of public relations plan.

Working Effectively with the Media

The news business is structured around deadlines. At a certain point, newsgathering must stop, and printing and broadcasting begin. Find out convenient times to contact the editors or reporters with whom you work and determine their preferred method of communication (e-mail, phone, or fax).

The feasibility of featuring your story on a given day in the media will depend on what unpredictable events may occur that day. There are many reasons why your story may not have been used. Perhaps the story did not have enough news value, or news of higher priority filled all the available space or airtime that day. Maybe you submitted your material in a difficult or unusable form. Illegible, incomplete, or poorly organized stories often will be set aside.

To establish relations with the local media do the following:

- Identify every newspaper, community magazine, radio station, television station, and cable system that reaches your community. Then develop a list of editors and news directors with addresses, telephone and fax numbers, and useful information such as deadlines. Call each media outlet to verify names, titles, and phone and fax numbers.
- Set up an appointment to meet with editors, news directors, and/or reporters. During this meeting, your goal is to find out how you can best serve the news professionals and help them do their jobs. The following list of questions will help you learn how the news media functions and how they prefer to interact with you.
 - Would you prefer a news release?
 - Who screens incoming news releases?
 - How do you want to receive Key Club news?
 - Do you want a fax or telephone calls in advance of the event?
 - Do you want pictures?
 - Will you send a photographer or camera operator?

Eight Things to Remember about the Media

1. *Be persistent but do not be a pest.* Members of the media often are hard to reach, not disinterested. Follow up with items you have sent to them.
2. *Be consistent.* Reinforce the same messages over and over.
3. *Be concise.* Keep things short and simple when you write or call the media. Be able to describe the story in three sentences.
4. *Repeat everything.* The person on the receiving end of the message may not have gotten it all.
5. *Keep your eye out for good stories.* What social issues have been in the news in your community? Do you have a project that is addressing that issue in some way?
6. *Think in terms of pictures.* Television reporters will be interested only if there is a good visual image to accompany the story. Send in photographs of your club in action.
7. *Remember their deadline.* Learn to operate within the media's deadline.
8. *If you do not know the answer to a question do not answer it.* Promise to call them back when you find out the answer.

News Releases

News releases provide the who, what, where, when, why, and how to the local media. The most important information should appear in the first two paragraphs. Information of lesser relevance should follow.

When writing a news release keep in mind:

- News writing is stark. Sentences and paragraphs should be short and everyday language must be used.
- Keep the news release to one page.
- Double-check names, spellings, and numbers.
- Mention important individuals who will be at the event.
- Distribute news releases to all media sources so they can all use the story on the same day. Try to reach the news media on "light news days" such as Sundays.
- Place contact person's name and telephone number at the top of your letterhead.
- Include the date and release time for the story. Write a short headline, which sums up the news release contents.
- Include photographs with advance and follow-up news releases. Identify all the essential facts in a caption that identifies the picture. People in the photograph should be identified from left to right, with all names spelled correctly.

Sample News Release

Date
Contact Person
Address
City, State, Postal Code
Telephone
E-mail

High School Principal declares Key Club International Week!

(Name of School) Principal, (insert name), announced this week that (a week in November) will be Key Club International Week. This week is dedicated to the ideals of service and leadership that Key Club International exemplifies at our schools and within our communities.

During Key Club International Week, the Key Club of (name of school) will sponsor the following events: (insert events).

Key Club International is the world's largest high school organization with clubs in more than 5,000 schools worldwide. With a unified membership of over 255,000 students, Key Club prides itself on its unequalled commitment to community service.

Students and members of the community are invited to join the spirit of service by participating with the Key Club of (name of school) during the (insert name of event). If you or anyone you know would like to get involved, please call, email, or write to (insert name of a designated person who will work things out with those people who are interested).

Sample News Release 2

Date
Contact Person
Address
City, State, Postal Code
Telephone
E-mail

The Key Club of (name of school) is offering its service to the community, according to club president (name of president). This year, the club served the community through such activities as (insert completed projects and if possible, **very** brief descriptions).

"Our Club would like to target our service efforts toward the most important local needs," (name of club president / last name) said. "Therefore we need the input of the community to decide what type of projects to plan." The club is willing to assist school staff, residents, and the rest of the community as it attempts to make campus and community improvements. If members of the community need volunteers, they should contact (insert name, address, telephone number, and e-mail address of a designated person who will work things out with those who are interested).

As a sponsored program of Kiwanis International Key Club International is fortunate to have the resources of Kiwanians in the community to foster the atmosphere of service.

Key Club International is the world's largest high school service organization with clubs in more than 30 nations all over the world. With a unified membership of over 255,000 students in more than 5,000 schools worldwide, Key Club prides itself on its unequalled commitment to community service and leadership development.

Sample District Convention Release

Date
Contact Person
Address
City, State, Postal Code
Telephone
E-mail

The Key club of (name of school) will be attending the annual West Virginia Key Club District Convention (date of convention). Once again, it will be held at the Marriot Hotel located in Charleston, West Virginia.

The District Convention is the summation of one Key Club year of service. At this convention, club members will participate in interactive forums on vast topics ranging from a Kiwanis Family informational forum to an idea swap-shop forum. In addition, they will partake in an awards ceremony and informational luncheons. They will also have the privilege of listening to speakers from all around the United States.

There will also be plenty of opportunities for Key Club members from around West Virginia to meet and associate with each other. There will be a Meet and Greet session upon arrival, and a dance will be held on Saturday night.

The crowning moment of the weekend will be the election of new officers. Each club will select two delegates who will be responsible for voting candidates for the 2012-2013 District Board of Trustees, and on Sunday morning the 2011-2012 District Board will be retired.

This weekend is a great experience for Key Clubbers to learn new methods to strengthen their clubs for the upcoming Key Club year. They will learn to utilize leadership skills as well as how to effectively promote their cause to others. There will be an awards ceremony in which clubs receive their well-earned awards for their dedicated hard work from the previous year. Congratulations to the Key Club of (name of school).

Sample International Convention Release

Date
Contact Person
Address
City, State, Postal Code
Telephone
E-mail

The Key Club of (name of school) attends an internationally recognized convention!

The Key Club of (name of school) just came home from Key Club International Convention in (location of convention) from (dates of convention). Key Club International Convention is an annual event that gathers key clubs from all over the United States and even in international countries.

"I had a blast at the convention! It was great to see so many kids who were my age who wanted to actually make a difference in the world. It's great to know that I'm part of such a great organization," said Mary Sue, a member of the (name of school) Key Club.

Key Club International is the world's largest high school organization with clubs in over 5,000 schools worldwide. There are over 255,000 students who are part of this amazing organization. Key Club is proud to provide unmatched community service.

The Key Club of (name of school) would like to invite you to be a part of this amazing experience and seeing what service is all about at (name of event and dates). This event is open to the public. If you or anyone you know would like to learn more about Key Club or this event, please contact (insert name of designated person who will be willing to talk to those people and their contact information).

Sample Public Service Announcement

Date
Contact Person
Address
City, State, Postal Code
E-mail

Dear Public Service Director:

The Key club of (name of school)
Chartered in (insert year), the Key Club of (name of school) has a current membership of (number of members) students that actively participate in weekly meetings, service projects, and fundraisers. The club meets regularly on (date and time) at (location).

Service Focus

While each club chooses its own service activities, Key Club International encourages each club to conduct service projects throughout the year. "Children: Their Future, Our Focus!" is the Major Emphasis Program of Key Club International. This program is dedicated to the personal and social development of tomorrow's leaders.

Service ... Key Club Style!

The Key Club of (name of school) will be sponsoring (insert project name) as one of its "Children: their Future, Our Focus!" Major Emphasis Programs. (Include a brief description of scheduled event.)

Kiwanis International

As a sponsored program of Kiwanis International, a local Kiwanis Club sponsors each Key Club. The Kiwanis Club of (insert name) sponsors the Key Club of (name of school).

Letter to Faculty and Administrators

Name and Title

Date

School Address

Dear (insert faculty member's name),

On behalf of (name of school) Key Club, I want to invite you to take advantage of our service organization that claims more than 5,000 clubs in over 30 countries all over the world. Key Club International is sponsored by Kiwanis International and has a unified membership of more than 255,000 students. Locally, our club has participated in many community service projects—(briefly describe projects you have done.)

Not only does our club get involved in the community, we also motivate other students to accept the responsibility of making a change in the world and becoming more engaged in the issues facing our community.

Our club is looking forward to an active and productive year. We are committed to supporting our school and community . In addition, we would like to assist the faculty and administration when the need for volunteers arises. If you need assistance with research testing field projects, recycling pickup, ushering, orientation ceremonies, or anything else, please contact me (insert telephone numbers) to arrange a time in which we may discuss our Key Club's involvement in your project.

Thank you for all that you have done for our school. Your dedication is extremely appreciated. Our club wishes you the best of luck with the remainder of the semester .

Yours in Service,
(insert name), Club President
(name of school), Key Club

Email Communication

Emailing has become a more convenient form of communication for many businesses. You may choose e-mail for reminders, confirmations or as a means of communication with media personal, Key Club officers, advisors, or Kiwanis liaisons. Always remember that your e-mail should be concise, to the point, and informative.

When sending an e-mail remember the following:

- Stay away from exaggerated punctuation. Too much or too little could be misread.
- Address the reader and say what needs to be said in a direct way.
- Always include
 - Name
 - Title
 - Organization
 - Address
 - Phone Number
 - E-mail
- Place an appropriate title in the subject line so the reader does not confuse it as junk mail.
- Remember that an e-mail is easily forwarded. Do not send anything you do not want others to read.
- Always proofread and edit before you hit the send button.

New Ways of Communication

Facebook

- *Where?* www.facebook.com
- *How it Helps?* It can serve as simple communication to marketing your club to anyone who stumbles upon it. Creating a club group offers an easy way to plan service projects, brainstorm ideas, or ask for advice from other members.

Twitter

- *Where?* www.twitter.com
- *How it Helps?* Keep club members who couldn't attend a service project informed about what's going on. Let others interested in your club, project, or school follow your progress.

YouTube

- *Where?* www.youtube.com
- *How it Helps?* Share your story for free through video as well as writing. Make a short video of your club members in action at a major service event or make a commercial advertising what you will be up to next. Be sure to post videos of you club's projects on your Facebook page as well.

Key Club Websites

The Key Club International and Kiwanis International websites are great resources full of helpful information for your club. Check them out today!

- Key Club International Website: www.keyclub.org
- West Virginia Key Club Website: www.wvkeyclub.com
- Kiwanis International Website: www.kiwanis.org
- West Virginia Kiwanis Website: www.wv.kiwanisone.org

Always remember when posting anything online NEVER write personal information such as phone numbers or addresses.

Promotional Tools

Promotion increases public understanding of Key Club's community-service role and heightens public awareness of programs and contributions made the club. When creating a promotional campaign consider your audience, the message you want to present, and how you can best get through to your audience. Listed below are strategies to promote Key Club at your high school and within the community.

- **Posters and fliers:** Use eye-catching colors, identifying logos, and a large headline or teaser that will attract attention.
- **Ads:** Paid ads can be expensive, however if you want to publicize a big event a display ad may be worth the price. Ask if complimentary ads are available for nonprofit organizations. Keep the message brief and clear including the five W's (who, what, when, where, and why). Also make sure the final artwork and text are clear and clean.
- **T-shirts:** Conduct a contest for the best T-shirt that represents the ideals of Key Club.
- **Banners:** May be hung inside or outside school buildings.

Checklist and Timeline

The time line your club develops for event promotion will vary according to the type of event you are having and the individuals involved in the project. The more “publics” or groups you want to educate about a program, the more time you should allow for event promotion.

Use the following marker dates during event promotion:

6 Months Prior to Event

- Allocate money for event's promotion.

3 Months Prior to Event

- Identify event's target audience.
- Determine message you want to present.
- Determine the desired response to publicity effort.
- Brainstorm and specify publicity and public relations strategies to be used.

2 Months Prior to Event

- Compile a media resource list.
- Invite faculty, administration, and Kiwanis club to participate, if applicable.

1 Month Prior to Event

- Distribute major recruitment pieces (posters, fliers, news paper ads).
- Invite campus photographers and videographers to participate and film the event.

3 Weeks Prior to Event

- Continue distributing fliers, ads, and posters.

2 Weeks Prior to Event

- Release public service announcements.
- Distribute more posters and fliers.
- Disseminate table tents.
- Advertise in the newspaper.

1 Week Prior to Event

- Send media advisory to media.
- Follow up with local media to verify that they have received the advisory.
- Finalize with photographers their responsibilities and locations that should be covered.
- Distribute more posters and table tents.
- Advertise in the newspaper.

Day of Event

- Distribute news release to media.
- Confirm needs of photographers.
- Greet members of the media and escort them to the project.
- Monitor radio and TV to see if the story was used.
- Advertise in the newspaper.

Within 2 Weeks After the Event

- Monitor local newspapers for coverage.
- Fax news release to media that did not attend the event (day after event).
- Forward thank-yous to the media and special participants for their involvement with the event.

Key Club Facts

Mission Statement

Key Club is an International student-led organization which provides its members with opportunities to provide service, build character, and develop leadership.

Motto

Caring—Our way of life.

Values

Leadership, Character Building, Caring, and Inclusiveness.

Vision

To develop competent, capable, and caring leaders through the vehicle of service.

Pledge

I pledge, on my honor, to uphold the objects of Key Club International; to build my home, school, and community; to serve my nation and God; and combat all forces which tend to undermine these institutions.