

# PUBLIC RELATIONS HANDBOOK

NEW JERSEY DISTRICT OF KEY CLUB INTERNATIONAL



# PR

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## INTRODUCTION

Public Relations (PR) are essentially the professional maintenances of a favorable public image by a company or other organization or a famous person. In general its purpose is to help portray the Key Club's core values as well as events. Whether it is one's way of portraying oneself as a Key Clubber or advertising with posters and flyers, spreading the word of Key Club is public relations.

Public relations are very strong aspects in Key Club. It allows for better communication for clubs, divisions, districts, and even as an international organization. It ties all its members together into one family. Apart from Key Club, it also allows for its members to show the world the difference that Key Club makes and inspire those questioning what Key Club is all about to also make a positive change in the world.

Through this updated and revised version of the Public Relations Handbook, there are many ways to learn all about public relations and how to improve these relations to improve the means of spreading the word of service, leadership, character, inclusiveness, and Key Club.

Also don't forget to check out other publications as well as the first edition of the Public Relations Handbook available at [issuu.com/njkeyclub](http://issuu.com/njkeyclub)!

# PUBLIC RELATIONS SPREADING THE WORD OF KEY CLUB, ITS EVENTS, AND ITS CORE VALUES TO ITS MEMBERS AS WELL AS MEMBERS OF THE HOME, SCHOOL, AND COMMUNITY



## PR BASICS

According to the definition from the Merriam-Webster Online Dictionary, Public Relations is defined as the activity or job of providing information about a particular person or organization to the public so that people will regard that person or organization in favorable way.

Therefore, if proper Public Relations principles are applied and executed correctly, this can help to define your club in a positive image and as a fundamental part of your school and community. This can be achieved through the multitude of mediums, both electronically and non-electronically, Public Relations is a powerful tool to increase the visibility and credibility of your organization.

By using proper Public Relations principles you can essentially draw more attention to your club, and thus substantially increasing the number of students to take part in the organization. Additionally, this can solicit further credibility and have teachers, parents, local businesses and other organizations also sponsor and aid you in other ways to make your projects successful.

Finally, Public Relations can also pertain to internal communications within your club, therefore increasing the amount of productivity and rigidness of your club's structure and execution of events.

Officers and Key Club members who are responsible for delegating PR work should keep in mind of the primary goals and have the following responsibilities: Communicate necessary information to

your own club and to the community through multiple mediums both digitally and non-digitally. Keeping track of all PR efforts and their results through analytics.

Key Steps towards a Good Public Relations System include but are not limited to the following steps:

Evaluate: Review all methods of PR used throughout the past years by as well as conducting surveys and questionnaires to evaluate what has worked and what has not worked.

Establish Goals: establish a plan of action for the ways you will be approaching PR in your club.

Meetings: Ensure that you have attended all your club and officer meetings to hear in on the demands of the club and decide on the best way to present them.

Use Available Resources: In our District Website <http://www.njkeyclub.org/>, we provide an abundance of graphics, images, and other key resources to help you succeed in your PR tasks. Take advantage of them!

Be Persistent — Forming a positive image of your club takes time and effort. Be sure you work little by little each day to help promoting your club.



## GOOD OLD PR

Though communication through the cyber world is fast and convenient, it is not the only way to convey information to Key Clubbers! Handmade flyers and posters are fun and easy ways to create eye-catching tools to advertise Key Club events. If your club has a public relations committee, the members should spend time after school creating posters to display upcoming events in school hallways. If not, call on your most enthusiastic and creative general members to take up this project. Posters not only remind Key Clubbers of upcoming events, but also excite non-members to join in!

Flyers, instead of constant emails and instant messages, can be extremely efficient in several cases. While an email is easily ignored, flyers are tangible reminders that members can take home. Also, flyers can be given to any person, Key Clubber or not, without the need of an email address or phone number. If the flyer is dazzling and decorative, you will have no problem getting people to notice your event.

While offline methods do require more effort, the effort is put to good use! Key Club posters hanging in the hallways and flyers for you to keep will never be ignored as easily as Facebook statuses and emails can be. And don't forget, creating them can be a fun bonding experience!



## MODERN PR

Promoting service projects and fundraisers can seem to be a daunting task, but fear not! There are a plethora of ways that you can spread the word about all the wonderful events that your Key Club is holding through the internet to your home, school, and community.

If your Key Club has a Facebook group, posting on the page is the easiest form of promotion. Your members will get a notification that they can easily view from any device. If you want a larger audience, you can ask each member to create a status promoting your event which can be seen by all their friends. Twitter has also become a popular method of social networking. Thousands of users use site every day including Key Club members, each with anywhere from 10 to 5000 followers. Create an account for your school's Key Club and promote your events through tweets. Then, have the members of your respective Key Club retweet the post so that it can be viewed by a larger audience. When you promote your events, you want your event to stand out! Aim for something humorous or engaging when promoting to grab the reader's attention. Try to send out tweets and status updates at times where there is little traffic so that your promotion isn't overshadowed by the hundreds of other posts happening every minute and other views can see the event.

Continuously posting, tweeting, and emailing until the day of your event and watch your attendance increase dramatically! Utilize the power of the social media to its fullest!

**BRAND GUIDE**  
**IN ORDER TO UNIFY**  
**ALL KEY CLUB**  
**PUBLICATIONS AND**  
**MEDIA, KEY CLUB**  
**INTERNATIONAL**  
**HAS CREATED**  
**AN ONLINE GUIDE**  
**TO BRANDING ALL**  
**THINGS KEY CLUB.**  
**CHECK IT OUT AT**  
**KEYCLUB.ORG**  
**UNDER RESOURCES**



## MEDIA OUTLETS

With the advent of digital technology, it has become significantly easier for anyone to be able to create a website or newsletter and publish their content immediately. However, in order to create an effective website or newsletter, there are some key fundamental elements that make the difference between great ones and non-effective ones. Keep in mind the following elements when designing or editing your own club media outlet:

**Balance:** The layout of should be designed in such ways where the content is properly organized.

**Intuitiveness:** It should be very easy to find things quickly and as effectively as possible.

**Simplicity:** Make sure the navigation and the structure is not too difficult to view.

**Consistency:** Ensure that it is consistent and uniform throughout. You don't want to confuse your users or readers.

Check to see if you have some of the following components for your club sites. These are key elements that can help you provide your audience with more information they need:

**Description:** It is definitely important to address who you are, what your club does and what Key Club is in general. Be sure to clearly layout the core values and the pledge of our organization.

**Member Hours:** By using Google Forms, you can easily implement an hour tracking system in which your members can keep track of their hours easily.

**Calendar:** Calendars are a good way to display all of the different upcoming events and meetings

that your club will be doing. You can always implement a Google Calendar in your site, where the changes you make to the calendar will also reflect on the site as well.

**Gallery:** By using different plugins and tools out there online, you can create a beautiful way to present and display all of the hard work and effort your club members are putting into their work. Consider adding a page dedicated to photos on newsletters.

**Contact Information:** Ensure that there is a place for your club members on your site or newsletter for visitors and readers to contact you.

**News & Blogs:** A great place to recap your club's accomplishments, event coverage and even updating for future events.

**Social Network:** By using social networking mediums such as Twitter and Facebook, you can increase the number of audiences through these different platforms.

**Resources :** It is essential to upload any of the content you have distributed such as forms and packets that people can download in the event that they missed a meeting. Put links and QR codes to link readers beyond just the print!

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## PROFESSIONALISM PART 1

First impressions are everything! When meeting someone for the first time, writing a letter, or conducting business with an adult or Kiwanis member it is vital to your success to remain professional at all times. The slightest hint of amateurish or unprofessional behavior will turn away others. The choice of attire, grammar, and behavior can tell a lot about an individual. Remember as Key Clubber you are not only representing yourself but an international organization. To make the right impression you can never be over prepared!

Dress the part, when going into a meeting or giving a presentation wear a business professional outfit. As high school students outside adults tend to undermine our capabilities but with a tie or a blazer they quickly see that you mean business! It is important when writing a letter or simply shooting out an email that your grammar is correct. Many people see silly grammatical mistakes as a sign of unprofessionalism, so make sure to review your writing with a fine tooth comb. Also it is imperative to address each letter and email with an appropriate salutation and closing, something so simple serves a significant purpose. Mind your manners and behavior when you are representing Key Club! People remember the smallest things, like the polite nature of an individual so be sure to remain courteous and optimistic in the presence of others. If you keep these professionalism tips in mind you will succeed in no time!

Speaking and writing are also important. Do not use texting language or any unconventional abbrevia-

tions. Use proper grammar and punctuation. If you ever need help with grammar, get another person to review your writing such as a parent or another friend. Try placing yourself as a third person receiving the email. Ensure that all information on your email is accurate. Always add a proper introduction to your emails. Breakup your main points into smaller paragraphs. Formally end your messages, do not leave it hanging. (Such as "Sincerely" or "Yours in caring and service")

Always proof-read and check for any errors!

If you need any help with proper grammar and punctuation, *The Blue Book of Grammar and Punctuation* by Jane Straus is a highly recommended book to read in order to brush up your grammar skills.



## PROFESSIONALISM PART 2

It is very important to also be able to talk and address others in a professional manner. Be sure you know what to talk about first before calling them or approaching them. Here are some tips you should follow during a formal conversation.

**Introducing Yourself** — If this is the first time you are talking to someone on the line, be sure to introduce yourself. Always state your name, your position and your purpose of the conversation.

**Be Prepared** — Ensure that you have a clear idea of what you will be saying. Make sure you list out all of the things you need to address to the person before calling them.

**Taking Notes** — Always be sure to take proper notes so that you can recall later on the things you discussed during your conversation with this person.

**Clear Tone** — Ensure that the person who you are talking to can hear you properly. Do not speak too loud or soft and not too fast and slow.

**Formal Language** — The use of formal language is still applicable here as well. Do not use any form of poor language or slang when addressing the person.

There are times when it is necessary to give presentations and speeches to others, thus proper skills for communicating the information is crucial when it comes to speaking in front of a wide audience. The most fundamental aspect of public speaking all boils down to simply confidence. To improve your public speaking skills, try some of these tips:

**Appearance** — Ensure that you are dressed in a

professional (or at least in a neat mannerism). Any type of clothing that depicts informal imagery, you should stay away from. By dressing up in a professional manner, you are giving an impression of authority and credibility. For more information on professional attire see page <pg>.

**Movement** — By using several different movement and gestures, you can express your thoughts and ideas not only verbally but also physically. Several different movements can include slight pacing to shift positions and the attention of the audience and using hand gestures to express a wide variety of actions and expressions. However, do not overdo some of those gestures as it can potentially steer away attention from the things you are trying to project.

**Diction and Language** — Language is an essential part of being able to communicate things properly. Depending on the choice of words you use, the image of credibility can shift drastically as a result. Ensure that you adjust your diction accordingly to the audience that you are presenting to. When talking to peers for instance, you want to sound conciliatory and in a suggestive manner, while for adults you should be extremely polite and respectful.

**Speed** — When speaking in front of a large audience, make sure that the speed at which you talk is at a paced speed where the audience can understand what you are saying. Adding pauses and between a shift in topics can be helpful too.

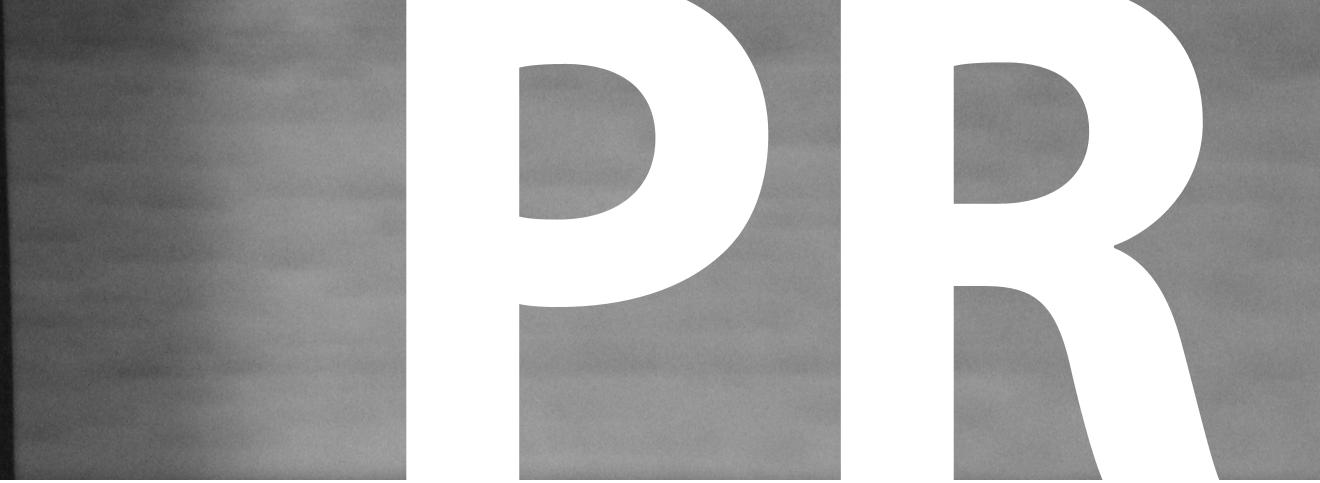
## DRESS & IMPRESS: LADIES

Presenting yourself visually is also another key aspect in developing a professional public image. It both represents who you as a person, and shows the proper respect to the person that you are meeting. A powerful first impression can result into a lasting impression. Try to keep the following things in mind getting dressed for the next Key Club convention or a presentation you need to make. If you are a female, below are some tips:

Business professional is usually worn in the presence of higher authority or when the fullest respect should be given. These include but are not limited to official meetings, meeting very important figures, elections, formal workshop sessions, awards ceremonies and others. Clothing worn this time for women should include suits in black, navy, tan, gray, or taupe. Instead of suits, females are also welcome to wear calf-length skirts, long-sleeve classic shirts, and blouses. Also stick to generally solid colors, cream, white, and pastels, to give it a neutral look. Remember to keep it classy, not trashy!

Business casual is usually worn in a less tense setting where the overall atmosphere is more relaxed and you are amongst peers. Other times include but are not limited to off time during board meetings, dinner parties, and others. Business casual entails navy/black blazer and coordinated skirts, cardigan sweaters, light-colored jackets with darker blouses, plain, white cream, or pastel blouses, pantsuits and trousers and possibly simple jewelry. Remember to keep it simple too!



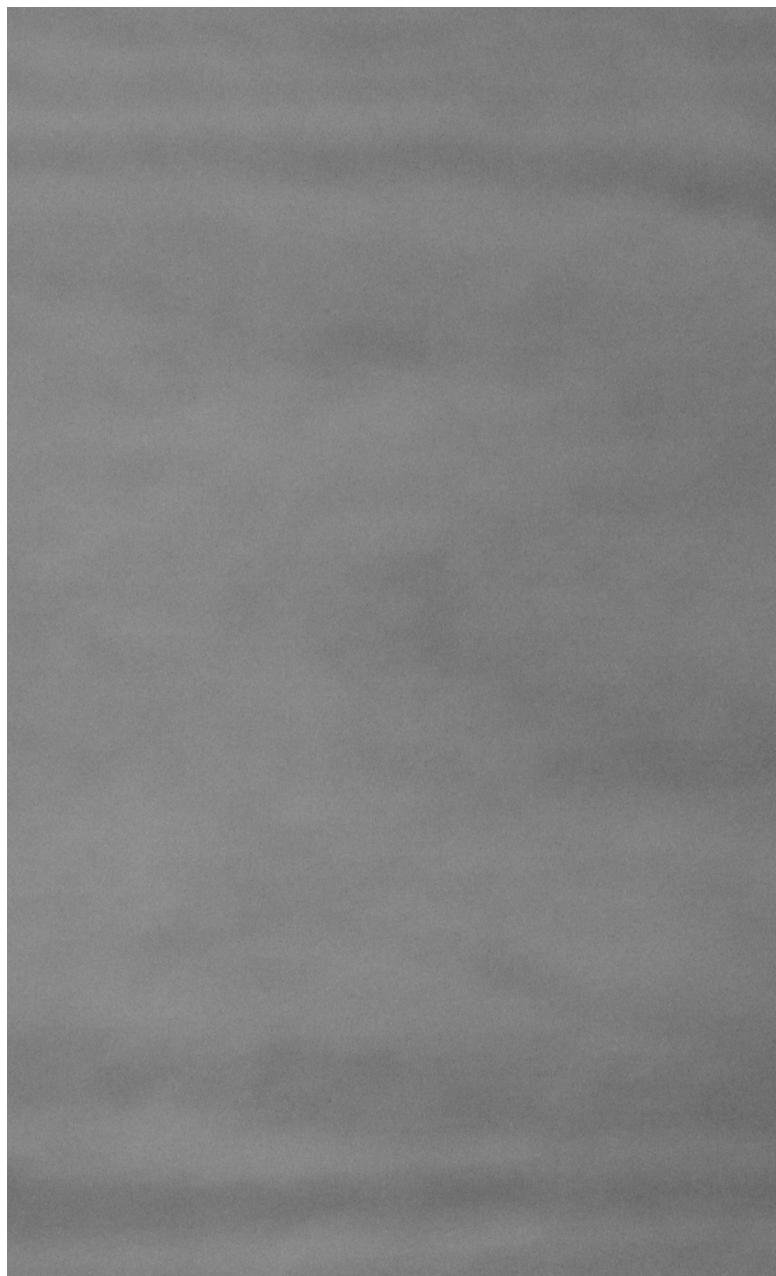


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Business professional is usually worn in the presence of higher authority or when the fullest respect should be given. These include but are not limited to official meetings, meeting very important figures, elections, formal workshop sessions, awards ceremonies and others. Clothing worn this time for men should include suits (typically gray, black, or blue), dress shirts, ties or bowties, dress shoes, and dress socks. Also stick to generally solid colors, cream, white, and pastels, to give it a neutral look. Stride away from any neon colors as it may give off a playful mood that doesn't really apply to the business atmosphere. Consider wearing belts and suspenders as well. Remember to keep it classy, not trashy!

Business casual is usually worn in a less tense setting where the overall atmosphere is more relaxed and you are amongst peers. Other times include but are not limited to off time during board meetings, dinner parties, and others. Business casual entails khakis or trousers, button-up or polo shirts tucked in, and appropriate shoes.





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