



Kiwanis
OHIO DISTRICT

ohiokiwanis.org

2020-2021 Ohio District Kiwanis PR

Kiwanis Club Website Contest

Oct. 1, 2020 – Sept. 30, 2021

Name: _____

Club: _____

Email: _____

This contest is designed to encourage clubs to have an active, up to date, dynamic website presence for the community to easily find and engage with. Websites will be judged based on the following criteria:

Required/Minimum Criteria:

- _____ LIVE and updated Kiwanis Club website. Web Address: _____
- _____ Correct Kiwanis logo & use of Kiwanis International brand guidelines
- _____ Club contact info for President, President-Elect, Secretary OR PR Chair listed
- _____ Club meeting info available on website with times, dates and contact information
- _____ Club FB page and other social media elements linked to (or promoted) the website
- _____ Recent photos of club activities and events. Must be updated within 30 days of submission.
- _____ List of club activities, past, present and future listed on website, (preferably) with pictures.
- _____ A minimum of 10 FB likes to K-family pages (SLPs, District, International, clubs etc.)

Tie Breaker Criteria:

- _____ Incorporate social media platforms into club website (twitter, pintrest, Instagram, FB etc.)
- _____ Links to other local community groups (Chamber, CVB, schools etc.)
- _____ Properly linked from the Kiwanis District and International websites
- _____ Club webmaster name(s): _____
- _____ Attendance by a club member at Mid Year PR forum or any District webinar.
- _____ List event and attendee: _____
- _____ Promotion of SLP's, K-Family month and Kiwanis One Day Project on website/FB page

(2) Prizes: Winning club(s) receive \$100 and certificate at Ohio Kiwanis Midyear 2022

Other judging criteria will include: Any additional membership drives and new member events.

Email completed form to PR@OhioKiwanis.org or mail to: Ohio District Kiwanis - PR Contest, 941 Chatham Lane, Suite 326, Columbus, OH 43221. Deadline for contest submission is September 30, 2021.

Kiwanis International is a global organization of volunteers dedicated to improving the world one child and one community at a time.



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Social Media Contest

Oct. 1, 2020 – Sept. 30, 2021

Name: _____

Club: _____

Email: _____

This contest is designed to encourage clubs to have an active and dynamic social media presence for the community to engage with. Entries will be judged based on the following criteria:

Required/Minimum Criteria:

- _____ Correct Kiwanis logo & use of Kiwanis International brand guidelines
- _____ Current club contact info for current President, President-Elect, Secretary & PR Chair
- _____ Formal social media policy for the club (OK if brand new for this contest)
- _____ Club Web address: _____
- _____ Club Facebook page: _____
- _____ Net increase in new likes on Facebook from Oct. 1, 2020 - Sept. 30, 2021
- _____ Average 2 posts per month on Facebook. This can be done by ANY member of the club.
- _____ Create a minimum of ONE club (virtual) event (fundraisers, community events) on FB

Tie Breaker Criteria:

- _____ Active Google+ page with current club contact info and correct Kiwanis logo

____ Active Pinterest account/board with current club contact info and correct Kiwanis logo

____ Active Twitter handle with current club contact info and correct Kiwanis logo
____ Active LinkedIn page with current club contact info and correct Kiwanis logo
____ Club Webmaster name(s): _____
____ Attendance by a club member at Mid Year PR forum or any District webinar.
____ List event & attendee: _____
____ Promotion of K-Family month or Kiwanis One Day _____

(2) Prizes: Winning Club(s) awarded \$100 and a certificate at Ohio Kiwanis Midyear 2022.

Other judging criteria will include: overall design elements of social media pages, engaging and relative content, inviting to visitors. Please furnish additional links to other social media accounts with this form.

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2020-2021 Ohio District Kiwanis

Public Relations Contest

Oct. 1, 2020 – Sept. 30, 2021

Name: _____

Club: _____

Email: _____

This contest is designed to encourage clubs to have an active and planned strategy for communicating with the public. Entries will be judged based on the following criteria:

Required/Minimum Criteria:

____ Submitted a minimum of 2 press releases to local media (copy
PR@OhioKiwanis.org)

- _____ Have had a minimum of 2 published (print or online) mentions of your club regarding an event, fundraiser, Service Leadership Program project, or membership drive.
- _____ ALL club members registered for Buckeye Bulletin Newsletter (OhioKiwanis.org)
- _____ Event signage and/or permanent public signage with correct Kiwanis logo & use of Kiwanis International brand guidelines (please share with PR@OhioKiwanis.org)

Tie Breaker Criteria:

- _____ Signature project or event in the community (submit brief description, attendance estimates and at least 1 photo)
- _____ ONE example of print advertisement, flyer, brochure or FB ad with correct Kiwanis logo & use of Kiwanis International brand guidelines
- _____ Club Webmaster name(s): _____
- _____ Attendance by a club member at Mid Year PR forum or any District Webinar.
- _____ List event, webinar & attendee: _____
- _____ Promotion of K-Family month and/or Kiwanis One Day _____

(2) Prizes: Winning Club(s) awarded \$100 and a certificate at Ohio Kiwanis Midyear 2022

Submitting press releases or article via email is the easiest way to enter the PR contest. Please add PR@OhioKiwanis.org and JamesM@BuckeyeMediaServices to your distribution or email list. You can also mail at least four physical copies to: Ohio District Kiwanis - PR Contest, 941 Chatham Lane, Suite 326, Columbus, OH 43221. Deadline for contest submission is September 30, 2021.

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**2020-2021 Ohio District Kiwanis
Buckeye Bulletin Newsletter Contest**

Oct. 1, 2020 – Sept. 30, 2021

Name: _____

Club: _____

Email: _____

The Buckeye **Bulletin Newsletter Contest** is designed to encourage clubs to keep their members and others up to date with Ohio Kiwanis activities. Entries will be judged based on the following criteria:

Required Minimum Criteria:

____ ALL club members are registered to receive the digital version of the Buckeye
Bulletin
____ Submit a club related article, project update or promotion idea to be shared with
Ohio Kiwanis clubs through the Buckeye Bulletin a minimum of 3 times throughout
the year.
____ Club address, phone number, club website OR email address included in submitted
article
____ Club President, President-Elect, Secretary and PR Chair names to
PR@OhioKiwanis.org
____ Calendar LINK of SLP/club events OR upcoming project included in at least ONE
article

Tie Breaker Criteria:

____ Article about recent or future club project with a minimum of 2 photos
____ Picture of Club member attending Mid Year, District Convention, Division Council,
etc.
____ Kiwanis International **OR** www.OhioKiwanis.org information shared on your club FB
page
____ ONE article about your clubs history, current or past members OR featured SLP
adviser

(2)Prizes: Winning Club(s) awarded \$100 and a certificate at Ohio Kiwanis Midyear 2022

Other judging criteria will include: Additional articles submitted to the Buckeye Bulletin 2020-2021, number of club FB post promoting Ohio Kiwanis events and news found within the Buckeye Bulletin.

Submitting club roster confirming everyone is registered to receive the Buckeye Bulletin is the easiest way to enter this contest. Please add PR@OhioKiwanis.org or JamesM@BuckeyeMediaServices.com to your distribution list. You can also mail a copy to: Ohio District Kiwanis - PR Contest, 941 Chatham Lane, Suite 326, Columbus, OH 43229-2554. Deadline for contest submission is September 30, 2021.