

# Builders Club Week Toolkit

Builders Club Week March 16-20, 2020

Your Builders Club can participate in a week designated to shine a light on the impact you're making in your communities. Follow a special theme each day during the week to build awareness and engage new members. We've developed an easy-to-use toolkit, which includes:

- A media release and letter to the editor explaining Builders Club and highlighting your own club's service projects. Media pitches inviting reporters to cover events also are included.
- Graphics and suggested social media posts for your Builders Club and your Kiwanis club to share on Facebook, Twitter and Instagram.
- Proclamations by city, county and state government boards and commissions.

## MEDIA RELEASE TEMPLATE

Many media outlets accept releases online. Check the websites of your newspaper, radio station(s) or television stations(s) to learn the best way to share information. **Replace the yellow highlighted areas with information about your club.**

Contact name: **Name of club advisor or person who can respond to media inquiries**

Contact information: **Telephone number and/or email address**

## Local service club allows middle school students to contribute to community

**YOUR CITY, STATE (Date)** – Builders Club Week, March 16-20, 2020, recognizes middle school students who want to help their community. Builders Club — a Kiwanis International program — provides an opportunity for members to develop initiative and leadership skills through service.

The Builders Club of **NAME** is participating by **LIST ANY SERVICE PROJECTS OR OBSERVATIONS/CELEBRATIONS.** This week, the Builders Club of **NAME** will meet at **TIME, DATE, PLACE** to **NAME PROJECT OR EVENT. IDENTIFY ANY PARTNERS THAT WILL PARTICIPATE WITH YOUR BUILDERS CLUB.**

“In **NAME OF COMMUNITY**, we believe it’s important to give middle school students the opportunity to give back to their community, to participate in service and to have time together in an atmosphere that allows fellowship and fun,” said **NAME**, Builders Club advisor. “It’s important for kids to learn about service, to volunteer, and to help others.”

**IF THIS INFO IS AVAILABLE, INCLUDE COMMENT FROM PARTNER OR GROUP THAT BENEFITTED FROM PROJECT. FOR EXAMPLE, IF THE CLUB MADE CARDS FOR A GROUP OF VETERANS, HAVE A REPRESENTATIVE SAY HOW IT WAS APPRECIATED. IF THE CLUB HELPED A FOOD BANK COLLECT, PREPARE OR DISTRIBUTE FOOD, ASK A REPRESENTATIVE TO INCLUDE A QUOTE ABOUT HOW THE KIDS HELPED THE PEOPLE THEY SERVE.**

The Builders Club program began in 1975. Today, more than 1,500 clubs with 38,000 members further the Kiwanis International mission of service.

“Our club has **XX** members and we meet **WEEKLY/MONTHLY** to **IDENTIFY SERVICE PROJECT,**” said **ADVISOR NAME.** “Our club members range in grades **XX** to **XX**, and each member contributes to our club and to our service projects.”

The Kiwanis Club of **NAME** is the local Builders Club sponsor and works with **NAME ANY PARTNERS.**

“Kiwanis clubs make a difference in the community,” said **KIWANIS CLUB PRESIDENT/BUILDERS CLUB ADVISOR.** “Our goal is to make sure every child has the opportunity to be happy, healthy, safe and loved, and to make an impact in their community. By working with Builders Clubs, Kiwanians reach individuals who otherwise might be excluded from service activities – yet who can give so much to their communities.”

Every year, Kiwanis club members around the world donate a combined 19 million hours of volunteer service. Clubs often provide help in communities where budgets have been cut or social services have been reduced. Each Kiwanis club determines the best way to meet the needs of the community. Some give students backpacks with school supplies; others provide gifts and meals during the holidays or organize bike and swimming safety lessons. To provide these services, clubs raise funds through a wide range of activities ranging from selling peanuts and holding pancake breakfasts to sponsoring car washes and dances.

Along with Builders Clubs, Kiwanis clubs partner with youth leadership programs including K-Kids for elementary school students, Key Club International for high school students and Circle K International for college students. Kiwanis also offers the only adult service leadership program for adults with disabilities — Aktion Club — to make their communities a better place to live and work. In addition to the Builders Club, The Kiwanis Club of **NAME** sponsors **LIST KEY CLUB OR K-KIDS PROGRAMS.**

For more information about Builders Club, visit [buildersclub.org/BuildersClubWeek](http://buildersclub.org/BuildersClubWeek), or **LOCAL WEBSITE OR SOCIAL MEDIA CHANNEL LINK.**

## **LETTER TO EDITOR TEMPLATE**

Most newspapers accept letters to the editor electronically. Check your newspaper’s website for requirements to submit a letter to the editor.

To the Editor,

The Builders Club of **NAME** is observing Builders Club Week on March 16-20, 2020, with **LIST EVENTS/CELEBRATIONS/OBSERVANCES OR MEETINGS.** Through this service club, a program of Kiwanis International, students in middle school learn leadership skills while participating in their community through volunteer service. Students in Builders Club learn how to be leaders while working together, identifying unmet needs and finding solutions to problems in their schools or communities.

Students who participate in Builders Club learn valuable skills they can carry with them as they grow. Our youth members, who have traditionally been recipients of service, are now making a positive impact by giving back to the communities that once served them. And that’s why the Builders Club of **NAME** is so important here.

Locally, our Builders Club, sponsored by the Kiwanis Club of **NAME**, participates in **NAME PROJECTS OR EVENTS.** Our partners include **LIST ANY COMMUNITY PARTNERS, PARTICULARLY THOSE THAT WORK WITH YOUR SCHOOL.** Builders Club provides a safe place for members to interact while working on projects that benefit others.

In Kiwanis, we strive to help the children of the world, without limits. We are an inclusive organization, and Builders Club is an important part of our international service team. The Kiwanis Club of **NAME** is honored to sponsor the Builders Club and believes the service hours given by this group are an important contribution to making our community a place where all children can thrive, prosper and grow.

If you'd like to help, consider volunteering at a service project or attending a meeting to learn more about what we do. You can learn about our organization at [Kiwanis.org](http://Kiwanis.org), or locally by calling **NAME, EMAIL ADDRESS OR PHONE NUMBER**, or visiting us at **MEETING TIME, DATE, LOCATION**.

## **SOCIAL MEDIA**

Let your club and community know what Builders Club is and what it's doing. To create social media posts, use the daily theme information and graphics at [buildersclub.org/BuildersClubWeek](http://buildersclub.org/BuildersClubWeek).

Examples:

**Monday, March 16: Show your Builders Club pride.** Tell everyone you know about Builders Club by spreading the word about it. It's easy! Wear your official member pin, host a party with free food for other students to come and learn more about your club, or print and pass out [Builders Club stickers! You can even make a video, song, or posters about Builders Club beforehand to share on this day!](#)

**Tuesday, March 17: Kudos to the helpers.** Personally thank all the Builders Club supporters you know — teachers, principals, advisors, community leaders, Kiwanians, parents and others. Make thank-you cards or crafts, write thank-you notes, host an appreciation party, deliver a special song or performance, or do something uniquely your own style to recognize people's contributions.

**Wednesday, March 18: Share with parents and families.** Share Builders Club and your passion for serving others with your biggest cheerleaders — your parents! Host a show-and-tell party to show off the club's work, make a special presentation or invite local organizations your club has helped to speak on your club's impact. Another option: invite the sponsoring Kiwanis club to share the mission of Kiwanis and your club's impact.

**Thursday, March 19: Random acts of kindness.** A smile goes a long way. Spread happiness throughout your school with random acts of kindness — such as holding the door open for someone, putting change in a vending machine, doing a chore around the house or leaving a nice note in a library book. Challenge every member to complete at least one random act of kindness.

**Friday, March 23: Connect the Kiwanis family.** Builders Club is the largest middle school service organization in the world, and it's the newest program in the Kiwanis family. Celebrate the entire Kiwanis family by engaging with all local Kiwanis family clubs: [K-Kids, Key Club, CKI, Aktion Club and Kiwanis](#). Ask your sponsoring Kiwanis club to make a presentation about the Kiwanis family, host a service project and invite other Kiwanis family clubs to participate. Or ask to make a presentation about your Builders Club's work at a Kiwanis family club's upcoming meeting.

## PROCLAMATIONS

Many governing bodies — such as town boards, city councils and county boards of supervisors or commissioners — set aside time during meetings to issue proclamations. Mayors and city or town supervisors also issue proclamations. Most ask the requesting organization to provide a template with specific information.

Call your mayor's office or local governing board to determine whether they can issue a proclamation (and how much advance time they need). In both your request and the proclamation itself, note any projects the club has performed with or for the city or county. Use the template below to highlight your club's projects and events. Feel free to modify it where necessary.

Invite members of your Builders Club and sponsoring Kiwanis club, along with any partners, to the meeting at which the proclamation will be given. You also can notify media about the photo opportunity; include information about past or future service projects or events that are worthy of coverage. Make sure your club takes photos and shares them on social media and your website.

## PROCLAMATION TEMPLATE

Use this template and modify it to meet your presenter's needs or specifications.

### Draft Proclamation

**CITY/TOWN COUNTY NAME**

### Kiwanis International Builders Club

**Whereas:** Kiwanis International is a global volunteer organization dedicated to improving communities and serving the children of the world.

**Whereas:** Kiwanis International and its nearly 537,830 members raise more than US\$100 million and dedicate more than 19 million service hours annually to strengthen communities and help children.

**Whereas:** Builders Club is the largest service organization for middle school and junior high students. Members learn to work together and develop servant-leader skills as they serve their school and community. In partnership with UNICEF and March of Dimes, the clubs can expand their outreach to babies and children of the world.

**Whereas:** There are more than 1,500 Builders Clubs with more than 38,000 members serving their communities.

**Whereas:** There are **XX** Builders Clubs with **XX** members in **YOUR LOCATION: NAME CLUBS**. These clubs are sponsored by the Kiwanis Club of **NAME**. They are co-sponsored by the **NAME ANY CO SPONSORS OR PARTNERS**.

**Whereas:** These clubs have raised **AMOUNT** and provided **NUMBER** of hours of service over the past **XX** years to the **CITY/TOWN/COUNTY**.

**Whereas:** These clubs have taken on projects such as **NAME PROJECTS AND FUNDRAISERS** and other service projects.

**Whereas:** Kiwanis International has declared the week of March 16-20, 2020, as Worldwide Kiwanis International Builders Club week.

The **GOVERNING BODY** thereby resolves to recognize Kiwanis International Builders Club of **NAME** and their members, sponsoring Kiwanis clubs and agencies for remarkable service to the **LOCATION**.

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