

## Aktion Club Week Guide

### **Aktion Club Week is the first full week of March**

Aktion Clubs can participate in a week designated to shine the 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. This easy-to-use toolkit can help you make the most of Aktion Club Week by using the templates provided and adding your own club's story.

The toolkit includes:

- A media release and letter to the editor. These explain what Aktion Club is and have room for you to highlight your club's service projects. The tools include media pitches inviting reporters to cover your club's events.
- Graphics and suggested social media posts for your Aktion Club and your Kiwanis club to share on Facebook, Twitter, and Instagram.
- Sample 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 of the club advisor.

### **Local service club allows adults of all abilities to contribute to the community**

YOUR CITY, STATE (Date) – Aktion Club Week, March \_\_\_\_\_, recognizes people of all abilities who join to help their community. Aktion Club – a Kiwanis International program – provides an opportunity for members to develop initiative and leadership skills through service.

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

"In **NAME OF COMMUNITY**, we believe it's important to give adults of all abilities 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**, Aktion Club advisor.

The Aktion Club program began in 1987. Today, more than 550 clubs further the Kiwanis International mission of serving the children of the world.

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

The Kiwanis Club of **NAME** is the local Aktion Club sponsor and works with **NAME ANY PARTNER ORGANIZATIONS**.

"Kiwanis clubs make a difference in the community," said **KIWANIS CLUB PRESIDENT/AKTION CLUB ADVISOR**. "By working with Aktion Club, Kiwanians reach individuals who otherwise might be excluded from service activities and yet can give so much back to their communities."

Every year, Kiwanis club members around the world donate a combined 7 million hours of volunteer service and raise almost \$1 million for communities, families and projects. 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.

In addition to sponsoring Aktion Clubs, Kiwanis clubs promote youth service leadership programs by sponsoring K-Kids clubs for elementary school students, Builders Clubs for middle school students, Key Clubs for high school students and Circle K International for college students. These clubs are all dedicated to making their communities a better place to live and work.

For more information about Aktion Club, visit <http://www.aktionclub.org/Home.aspx>, and **LOCAL WEBSITE OR SOCIAL MEDIA CHANNEL LINK** for your Aktion Club.

## 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 Aktion Club of **NAME** is observing Aktion Club Week on March \_\_\_\_\_ with **LIST EVENTS/CELEBRATIONS/OBSERVANCES OR MEETINGS**. Through this service club, a program of Kiwanis International, adults of all abilities can give back to their community while being part of a larger group.

In the past, adults with disabilities often were marginalized, and their individual abilities were ignored. Thankfully, we've progressed and realize the benefits of including people of all abilities in our community. Our members, who have traditionally been recipients of service, now are making a positive impact by giving back to the communities that once served them. And that's why the Aktion Club of **NAME** is so important here.

Locally, our Aktion 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 DISABLED ADULTS**. Aktion 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 Aktion Club is an important part of our international service team. The Kiwanis Club of **NAME** is proud to sponsor the Aktion 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 attending a meeting or volunteering at a service project. You can learn about our organization at [Kiwanis.org](https://www.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 Aktion Club is and what it's doing. Use the daily theme information and graphics at <https://www.aktionclub.org/grouping/aktion-club-week/> to create social media posts.

Examples:

**Monday: Show your K in every way.** Take and post a photo of Aktion Club members wearing logo items such as T-shirts, hats or pins. Add a caption about your members' proud participation in Aktion Club Week, and list any planned service projects.

**Tuesday: Kudos to Aktion.** This day honors members for their work. Post a photo of your appreciation party or members receiving certificates or awards.

**Wednesday: Dare to Care.** Photograph and post pictures of a service project and be sure to include other participating charities or partners. If your club holds a service project, share photos of members working. If your club presents its activities to your sponsoring Kiwanis club, share a photo taken during the meeting, noting that Aktion Club members also help the community.

**Thursday: Kindness in Aktion.** Challenge members to complete a random act of kindness; then, share their efforts on social media. Little things mean a lot. Holding the door for someone, letting another person go ahead in line or leaving change in a vending machine all contribute to kindness. Share these ideas via social media.

**Friday: Connect the K's.** Celebrate with other Kiwanis-sponsored clubs and photograph your members having a great time, whether at a social event or a service project. Show your Kiwanis-family clubs in action.

## **PROCLAMATIONS**

Many governing bodies such as town boards, city councils, 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 if they can issue a proclamation and how much advance time is needed. In both your request and the proclamation, itself, be certain to note any projects the club has performed with or for the city or county. Use the template below, modifying as necessary, to highlight your club's projects and events.

Invite members of your Aktion Club and sponsoring Kiwanis club, along with any partners, to the meeting when 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.

TEMPLATE:

**Draft Proclamation**

**CITY/TOWN COUNTY NAME**

**Kiwanis International Aktion 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 450,000 adult and youth members raise more than US\$1 million and dedicate more than 7 million service hours annually to strengthen communities and help children.

**Whereas:** Through Aktion Clubs, Kiwanis International is the only service organization to provide a program for adults living with disabilities, allowing these members opportunities to become integrated into their communities while developing initiative and leadership skills.

**Whereas:** There are over 550 Aktion Clubs worldwide with more than 6,433 members serving their communities in 13 nations.

**Whereas:** There are **XX** Aktion 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 \_\_\_\_\_** as Worldwide Kiwanis International Aktion Club Week.

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

**(8.2024)**