

How to use Platinum Club graphics

Congratulations on your Platinum Club commitment! Your club is part of an exclusive group of clubs leading the way to save babies from neonatal tetanus. Your support is crucial as we build momentum for our final march to victory. We encourage you to celebrate your club's commitment on your website, in club/district publications or in your social media outreach.

Use on Facebook

Sample message: We are proud that each of our members will save or protect more than 800 moms and babies from maternal and neonatal tetanus through our gift to The Eliminate Project.

Posting the graphic

1. Sign in & go to your club profile.
2. Click **"Add Photos/Video"** at the top of the News Feed.
3. Select **"Upload Photos/Video"**
4. Select the Platinum Club graphic you want to add.
5. Click **Post** & you're all set.

Use on Twitter

1. Sign in & go to your profile.
2. Click the camera icon and select to **"Upload photo."**
3. Save your changes & you're all set!

Use in club/district newsletter

Write a story explaining why your club supports The Eliminate Project. Include the Platinum Club graphic and photos of your club in action. Need help getting started? Answer these questions.

1. Why are club members motivated to protect moms and save babies from MNT?
2. Why did your club decide to make a Platinum Club commitment?
3. How does your club plan to raise the money? What approaches from the K-way of fundraising (fundraisers, individual giving, gifts from the club treasury, gifts from the club foundation and gifts from the community and local businesses) will your club use to meet its goal? Please be specific and use examples.
4. How has participation in The Eliminate Project strengthened club membership?
5. What has been the most rewarding, touching or memorable experience associated with The Eliminate Project?

Use on club website

Add the graphic as an image on your blog or in the news section. Include a short explanation about why your club is supporting The Eliminate Project. *Examples from fellow Kiwanis clubs:*

- We are proud to be a Model Club for The Eliminate Project! Fundraising is one of the most rewarding things you can do. The money raised—whatever the amount—will make a real difference. We encourage all clubs to make a commitment and save as many lives as possible. Imagine how proud your club members will be. We are. —Kiwanis Club of Lipsius Druivenstreek
- Our club has a strong history of supporting local needs through our club foundation and service projects. We believed it was important to step up to the plate and truly serve the children of the world through The Eliminate Project. —Mankato Downtown Kiwanis club
- We are proud to save lives through our commitment! We have a history of doing good stuff in our community, but this is an opportunity to help others around the world. Clubs should not see a commitment as an extra burden, but as an extra opportunity to promote the club. —The Wake Forest Kiwanis Club
- Normally, we donate locally and support disadvantaged or handicapped children. We had an idea for the global campaign for children—support the campaign through music. We thought it would make collecting donations easy and exciting. First there was the idea then came the realization of what we can truly achieve. That's when we took the next step to formalize our commitment. —Andreas, Kiwanis Club of Linz-Stifter