

ELIMINATE

maternal/neonatal tetanus

PUBLIC RELATIONS
TOOLKIT



INTRODUCTION

Thank you for volunteering to assist with The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. This public relations toolkit will provide everything you need to publicize your club's fundraising and service activities.

As your club's public relations chairman, you'll lead the publicity efforts for your club, educating your local community about Kiwanis and the work your club is doing to support The Eliminate Project. You'll represent your club as a spokesperson and promote special events. We also hope you'll help us tell the larger story of Kiwanis International and the impact we make on communities around the world.

We've designed this toolkit to make your job as easy as possible. The enclosed materials will help you raise your club's profile in your community and raise awareness about The Eliminate Project. We encourage you to customize these materials to fit your district and your club.

Enthusiastic local participation will be key to our global campaign's success. Feel free to contact us along the way for help, feedback and advice.

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GETTING STARTED

Your Personal PR “Kit”

No one knows your community better than you do. Enclosed you will find your own virtual public relations toolkit to help you turn that knowledge into relationships with members of the news media. You’ll find everything you need to be successful at telling The Eliminate Project story to your local media.

Remember, the more publicity you attract, the more awareness and funds we’ll raise for The Eliminate Project and for the women and babies the campaign protects. Be sure to review the kit and customize the materials for your club and for your community.

We’ve included the following materials:

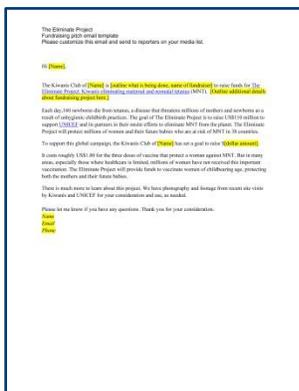
Public relations tools and training

1. **Key messages:** **This document is for internal use only and should not be shared with the media.** It provides information on maternal and neonatal tetanus, Kiwanis’ fundraising commitment and the partnership with UNICEF.
2. **Fact sheet:** This document can be sent to the media along with your press release. Please use the template fact sheet to send to the media; not the fact sheet page of this PDF. It serves as a great “at-a-glance” overview of Kiwanis and The Eliminate Project, and media professionals will appreciate the quick one-pager. Add facts about your local club if you’d like.
3. **How to build a media list:** To start spreading the word, you’ll need to build a local media list. *Before you start publicizing, you need to find out who should receive these materials.* This is the first step to getting great publicity, so plan on starting this process as soon as you receive this toolkit.
4. **Media relations:** This document will walk you through the best ways to approach the media and give you tips to make sure your pitch and story idea stand out.
5. **Interview training:** This document will help you prepare for in-person and phone interviews with the media, and it provides tips for use before, during and after the interview.
6. **Capturing clips:** This document will help you keep track of any media placements you secure and provides information on how to share clips with the Kiwanis International public relations team.
7. **Copy style guide:** This document explains the written style for The Eliminate Project.
8. **Samples:** This document gives a real-world example of a club’s public relations success.
9. **Website:** Visit www.TheEliminateProject.org for additional tools, such as a 30-second Public Service Announcement for radio and television, high-resolution photography, television footage, the logo and logo usage guide.

Templates

1. **Customizable press release:** The release is the first document you should use to help create awareness of MNT and The Eliminate Project. This news release is a great way to start spreading the word about The Eliminate Project in your local community while you start planning your club’s participation and fundraising efforts. You’ll see we’ve made it easy to customize with your information; all you need to do is fill in the few highlighted areas. We’ve also left a placeholder for a quote from a member of your local club if you’d like to include one.

- Media alerts:** Once you've informed your local media about The Eliminate Project, these two media alerts can be used to create awareness and inform the media about any upcoming service projects or fundraising events your club is hosting. Send these out one to two weeks leading up to your event.
- Pitch emails:** We've put together two "pitch" emails, one to pitch the customizable press release and one to pitch your fundraiser. Use these to entice the media to learn more and engage in a conversation with you about The Eliminate Project. These notes provide a reason why the media should be interested in your story, as well as some language to show the relevance of The Eliminate Project. The fundraiser pitch should be sent during the week leading up to your event.
- Fact Sheet:** This version can be sent to the media along with your press release. It serves as a great "at-a-glance" overview of Kiwanis and The Eliminate Project, and media professionals will appreciate the quick one-pager. Add facts about your local club if you'd like.



MNT awareness pitch email template



MNT awareness press release template



Fundraising email pitch template



Fundraising media advisory template



Service project media advisory template



Fact sheet

>>Next section: Key messages

KEY MESSAGES

About The Eliminate Project

- The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus is a global campaign that will save or protect millions of mothers and newborns.
- The Eliminate Project is a partnership between Kiwanis International and UNICEF.
- Tetanus can infect newborns, spreading quickly, causing excruciating pain and killing within days. It's a terrible disease, preventing even the comfort of a mother's touch—but it's highly preventable.
- MNT is easily prevented by giving women of childbearing age a series of three vaccine doses, which costs roughly US\$1.80. This cost includes vaccinations, syringes, safe storage, transportation and more.
- Kiwanis International is raising US\$110 million by 2015, which will make Kiwanis the world's largest single donor to MNT elimination efforts.
 - Using the US\$1.80 average, this US\$110 million will ultimately protect at least 61 million women and their future babies.
 - The Eliminate Project will do more than protect women and babies from tetanus. It will also create a path for other services, such as health education, clean water, nutrition and other vaccines.
- Kiwanis has chosen to focus where the needs are greatest and populations least served. In fact, Kiwanis is tackling the hardest leg of a difficult journey, at a time when MNT is nearing elimination, but sorely needing a champion to complete the work.
 - By choosing to serve the poorest of the poor, Kiwanis is sending a loud message—that these women matter, they deserve to give birth to healthy babies and their babies deserve to achieve their full human potential.

About maternal and neonatal tetanus

- One newborn dies every 11 minutes from tetanus.
- MNT results when tetanus spores, which are present in soil everywhere, enter the bloodstream. It is mainly caused by a lack of access to sanitary birthing conditions, unclean instruments used to cut the umbilical cord and unclean post-partum cord care.
- Once the disease is contracted, the fatality rate can be as high as 100 percent in underserved areas.
- Most mothers and newborns who die of tetanus live in areas of Africa, South Asia and Southeast Asia, where many women are poor, have little access to health care, have limited information about safe delivery procedures and continue harmful cord care practices.
- If a woman is properly vaccinated against tetanus, she will have immunity through most of her childbearing years.
- Babies born to mothers who have been vaccinated are protected through the first two months of life.
- When women are vaccinated against tetanus and learn about maternal health, they become empowered to take control of their well-being and that of their newborns.

About Kiwanis' partnership with UNICEF

- The funding supports UNICEF and its partners, which have already eliminated MNT in 35 countries. Twenty-four countries remain at risk, and more than 100 million women need to be vaccinated.
 - Between 1999 and 2010, nearly 100 million women were protected against tetanus in some of the most remote places on Earth, and the lives of thousands were saved every year.
- Kiwanis and UNICEF have a proven history of joining forces to deliver results for children around the world. In 1994, Kiwanis initiated its groundbreaking iodine deficiency disorders campaign in partnership with UNICEF.
 - Kiwanis raised and leveraged nearly US\$105 million to prevent IDD.
 - In just one decade, the world's access to iodized salt increased from less than 20 percent to more than 70 percent. Iodine supplementation is the most effective means of preventing mental and developmental disabilities from iodine deficiency.
- Teaming up once again, Kiwanis and UNICEF are natural champions for The Eliminate Project.
- Kiwanis' global volunteer network and strength in reaching communities and leaders, along with UNICEF's field staff, technical expertise and unbeatable supply chain, will help eliminate MNT—a cruel, centuries-old disease—and pave the way for other interventions.

About global MNT elimination efforts

- The MNT Elimination Initiative is an international private-public partnership that includes national governments, UNICEF, WHO, UNFPA, GAVI, USAID/Immunization Basics, CDC, UNICEF National Committees, the Government of Japan, Save the Children, PATH, RMHC, The Bill & Melinda Gates Foundation, Kiwanis International, Pampers – a division of Procter & Gamble, and BD.

About Kiwanis International

- Kiwanis International is a global organization of nearly 600,000 members dedicated to serving the children of the world.
- Kiwanis and its family of clubs—including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, Kiwanis Kids for students age 6–12 and Aktion Club for adults with disabilities—annually raise more than US\$100 million and dedicate more than 18 million volunteer hours to strengthen communities and serve children.
- Service is at the heart of every Kiwanis club, no matter where in the world it's located.

About UNICEF

- Working in 190 countries and territories, UNICEF helps children survive and thrive, from early childhood through adolescence.
- The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation and AIDS.

>>Next section: Fact sheet

FACT SHEET

The Eliminate Project

The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus is a global campaign that will save or protect millions of mothers and babies. Tetanus can infect newborns, spreading quickly, causing terrible pain and killing within days. It's a terrible disease, preventing even the comfort of a mother's touch—but it's highly preventable.

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- Once the disease is contracted, the fatality rate can be as high as 100 percent in underserved areas.
- Most mothers and newborns who die of tetanus live in areas of Africa, South Asia and Southeast Asia, where many women are poor, have little access to health care, have limited information about safe delivery procedures and continue harmful cord care practices.
- If a woman is properly vaccinated against tetanus, she will have immunity through most of her childbearing years.
- Babies born to mothers who have been vaccinated are protected through the first two months of life.

Fundraising for The Eliminate Project will support UNICEF and its partners, which have already eliminated MNT in more than 20 countries. Kiwanis' global volunteer network and strength in reaching communities and leaders, along with UNICEF's field staff, technical expertise and unbeatable supply chain, will help eliminate this cruel, centuries-old disease and pave the way for other interventions.

Kiwanis International

Kiwanis International is a global organization of nearly 600,000 members dedicated to serving the children of the world. Kiwanis and its family of clubs—including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, Kiwanis Kids for students age 6–12 and Aktion Club for adults with disabilities—annually raise more than US\$100 million and dedicate more than 18 million volunteer hours to strengthen communities and serve children.

>>Next section: How to build a media list

HOW TO BUILD A MEDIA LIST

To spread the word about Kiwanis and The Eliminate Project and to build buzz in your local market, you need to know where to begin—and with whom. The best way to start is by building a media list. Here’s how.

- 1. Build your media list the same way you would build your professional network.** Relationships are the best starting point when pitching your story. Think for a minute about who you know. Do you have any contacts on staff at your hometown newspaper or TV/radio stations? Do you know anyone else who might? If so, those contacts might help you get your foot in the door. And if the media professionals you contact say they aren’t the right reporter or editor, they’re usually kind enough to refer you to the appropriate person.
- 2. Identify the media outlets that might be interested in your story, and start to make a list.** Think about the following types of media that are in your town or within a radius of about 30 miles. For smaller towns, you might want to opt for a larger radius.
 - **Print (magazines and newspapers):** What is the biggest newspaper in town? Does your community/neighborhood have a smaller newspaper as well? How about a city or regional magazine that focuses on what people are doing in your community? Try to focus on the biggest media outlets in your club’s community, as well as any neighborhood publications close to your club.
 - **TV:** What are the major TV stations in town? Do they have morning or midday shows that feature interesting events or organizations in your community? Do any TV news anchors specialize in health, philanthropy or service—and for that reason have a natural interest in your story?
 - **Radio:** Your club’s project or event would make a great interview opportunity for radio morning shows. Think about the most popular radio hosts in your town. Would they be good fits for a philanthropy or service story? What morning shows do you listen to in the morning?
- 3. Once you’ve identified media outlets, check each outlet’s website for contact information.** Many stations list contact information for a newsroom, editor or reporter. Search for email addresses and phone numbers to add to your list.
- 4. Identify the right contacts at each media outlet.** Your contacts will have different titles based on media type:
 - **Print (magazines and newspapers):** Regional magazine editors, newspaper volunteer section or philanthropy section editors. At smaller newspapers, ask for the name, phone number and email address of the managing editor or special sections editor.
 - **TV:** News assignment editor, as well as the producers of the station’s morning, midday and/or talk shows.
 - **Radio:** News director, producer of the station’s morning and/or talk shows. Be cautious about approaching “shock jock” stations that may not handle your news in a tasteful manner. Usually, news or talk stations are more receptive to pitches because they have more room for stories that are not timely or “breaking” news.
 - **Online:** If the website is run by one individual, you only have one option. If you are targeting an online news site, look for someone who covers community news or health.

Note: Do not contact the advertising department with a story idea.

- 5. If you can't find a particular reporter's email address or phone number on the website, start making phone calls.** Ask the receptionist or newsroom contact for the correct person to approach regarding philanthropy or service. Keep records of everyone to whom you talk, and make sure to get the correct spelling of names, email addresses and phone numbers.
- 6. Understand how much time ("lead time") various media outlets need when you distribute press materials to the people on your list.**
 - Daily and weekly newspapers, radio stations and television talk shows usually require about two to three weeks' notice.
 - Magazines usually prefer a few months' notice, so don't expect to see coverage right away. Since most city magazines set their own print deadlines, it's best to simply call and ask how much advance notice they require on a story.
 - Local television and news assignment editors prefer only a week or a few days' notice.
 - Online sources can post items very quickly, so send the information a few days or a week in advance.

Congratulations on building a great media list! Now it's time to get your information ready to send to everyone on your list.

>>Next section: Media relations

MEDIA RELATIONS

We appreciate your efforts to raise awareness about your local Kiwanis club and The Eliminate Project. Every opportunity to further Kiwanis' and The Eliminate Project's brand awareness and highlight your club's service in the community will strengthen your Kiwanis club!

Once you've created your media list, send out your media materials and follow up over the phone with your contacts to encourage them to "spread the word."

A step-by-step checklist

- 1. Customize the press release.** We've provided you with a "shell" of a release that includes details about The Eliminate Project. Now you just need to fill in the release with your localized information (community facts, what you're doing for an event, your contact information, etc.) and you're ready to go! Remember: The more local the story, the more appealing it will be to the media.
- 2. Distribute your customized press release to your media list.** Email is probably the best and easiest way to send your information in a timely and cost-effective manner. Do not send the press release as an attachment in your email. Copy and paste the press release into the body of the email, and include any additional information as an attachment. Consider a catchy subject line to make sure it doesn't get lost in their inboxes. Be brief, get to the point and emphasize the local angle—but don't be afraid to be creative.
- 3. Make follow-up calls.** After you've distributed your media materials, pitch your story idea to your media contacts. If you email the information, you can begin making your follow-up calls the very next day and subsequent weeks thereafter.
- 4. Be efficient.** When making calls to your contacts, remember:
 - Reporters, editors and producers are almost always working against deadlines, so keep your conversations brief and to the point. The best time to reach print reporters is usually before 3 p.m. (unless the newspaper is an afternoon paper). Television reporters and assignment editors are usually available to discuss story ideas between 10 a.m. and 2 p.m.
 - Don't ask, "Did you receive the materials I sent?" Reporters hate this question. Try saying, "I sent you information a few days ago. I'd be happy to tell you more and get you additional details if you're interested."
 - Be prepared to talk about your story. When you've got your media contacts on the phone, it's a great opportunity to explain more about any events or fundraisers you're hosting.
- 5. Think about what the media really want.** Overall, the media love local stories—what's happening to people in their community, how it fits into an overall national trend, what impact it has on other people in town, etc. That's where your story will resonate the most. If you remember three things, remember these three: local, local, local.

In addition, different media outlets respond to different key points. For example, television news programs respond to visual scenes, so make sure you send them visuals—such as photos or even videos—to use as well. Radio stations respond best to one-on-one interviews, so mention that you could come in for an in-studio interview or be available for a live phone interview. Print contacts usually ask for the most detail and for statistics to prove the validity of your story. Print contacts also appreciate visuals.

6. **Realize you might have to re-send the information.** Newsrooms are hectic places, so don't be surprised if your contact mentions he or she has misplaced the news release, or that the materials have been routed elsewhere. Be prepared to send another copy.
7. **Meet deadlines.** While your contacts already have the news release, they may require additional information or want to interview you for a longer story. Always return phone calls and requests for information in a timely manner. Most publications have specific issue dates and deadlines that cannot be extended.
8. **If the media respond, be ready.** Read and review your message points. And remember, media relations is a lot like sales: You may have to talk to many people to close just one deal. But it's worth it—one local story gives thousands of people an opportunity to learn more about your Kiwanis club and The Eliminate Project.

>>Next section: Interview training

INTERVIEW TRAINING

If a reporter or editor is interested in a story about Kiwanis and The Eliminate Project, he or she may want to interview you in person or over the phone. Interviews are a perfect opportunity to share your messages with the public, so make sure you're prepared.

Before the interview

1. **Get as much information as possible about the interview.** Most reporters will share what they hope the article will discuss—and what they hope you will bring to the story.
2. **Know your key messages.** The better acquainted you are with the messages you want to deliver, the more easily your story will flow. Don't memorize a script, but try to make the words your own. Practice answering questions in a quiet space at home or even in front of a mirror. The more you speak your key messages out loud, the more comfortable you will be when it's time to answer questions.
3. **Rehearse with a fellow club member, friend or coworker.** This may sound silly, but practice with another person helps you get comfortable using the message points when you're asked questions during the actual interview.

During the interview

1. **Pace yourself.** If the interview is for a television or radio station, ask whether the interview will be live or taped. Live interviews normally last only two or three minutes, and there is no opportunity for editing. A taped interview might last 5 or 10 minutes, because the reporter will have time to edit the story before it airs.
2. **Think of the interview as a conversation.** You can even think of the reporter as a potential new friend—but be aware that the reporter's main objective is an interesting story. Don't share anything you don't want to see in print or on television. That said, relax—the reporter isn't an enemy. He or she knows you are a volunteer and promoting your club, and might want to help spread the word.
3. **Remember, the media like to tell stories in personal terms.** Think about the number of women and children The Eliminate Project is helping, or share a story of someone who inspired you.
4. **Weave key messages into your story.** You can make your points most effectively when you can use your personal experiences as examples.
5. **Relax and be yourself.** You don't need to pretend you have information or expertise that you really don't. If you don't know an answer, just say so.

After the interview

1. Ask the reporter whether there are other facts or information he or she will need to complete the story.
2. Find out when the story will run—or for the reporter's estimation.
3. Make mental notes about the interview—how it went and what you will do differently the next time.
4. Reward yourself for a job well done!

Additional tips for television interviews

- Know what you want to communicate, and don't be afraid to repeat yourself. Live by your key messages.
- Short answers are better than long ones. Stop talking when you're done making your point.
- This is not a confrontational interview. Why not smile while you're talking? You'll sound more enthusiastic.
- Don't overlap the interviewer's question. Begin your answer when he or she is finished.
- Speak in complete sentences.
- Avoid jargon, abbreviations and acronyms (e.g., SLP, ICON, etc.). Speak simply.
- Don't repeat a negative. For example: If you were asked, "Aren't you an alien?" you wouldn't reply, "I'm not an alien." You might say, "Actually, I'm from Cleveland."
- Keep your hands free, open and animated. Gesture as you normally would.
- Plan what to say if asked, "Is there anything else you'd like to say?" You should recap each of your message points as a response.
- Always assume the camera is on.
- Resist the urge to lean into or grab the microphone.
- Television is an intimate medium. Speak in personal, anecdotal terms. Use analogies to illustrate your point. Don't be afraid to tell "your story."
- Body language is important for television. Practice by talking in front of a mirror. People will remember how they felt about you more than they'll remember what you said.
- Mention your contact information and the website where people can go for more information.
- Remember, there is no such thing as "off the record."

>>Next section: Capturing clips

CAPTURING CLIPS

It is important to monitor the news media (television stations, newspapers, etc.) for all coverage of Kiwanis International and The Eliminate Project.

If you secure an interview or media placement, we would appreciate a copy of the result. Send it to pr@kiwanis.org. This will help us track the success of our work!

Tips for capturing clips

After your interview, ask the reporter whether he or she knows when the story will air or be printed.

1. Monitor the outlet's website. You can usually search for a specific term within the site to find related articles. It is possible that the story will be published in print or air on TV or radio, but not be posted online. For this reason, it is important to follow up with the reporter to gather as much information as possible about when the story will air or be printed.
2. After you have completed an interview or secured a media placement, please send the following information to pr@kiwanis.org:
 - Date
 - Publication
 - Reporter
 - City
 - Your name
 - Your local Kiwanis club

>>Next section: Copy style guide

COPY STYLE GUIDE

When writing about The Eliminate Project, please use the style listed below to maintain consistency.

Name

The Eliminate Project

- Never use the word “Eliminate” without “The” in front of it and “Project” after it.
- Do not type the word “Eliminate” in all caps (ELIMINATE).

In copy

- Project name first reference: The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus

- Project name second reference: The Eliminate Project

- Fundraising campaign

Never refer to the fundraising campaign as “The Eliminate Campaign.”

- Campaign name, first reference

The Eliminate Project’s fundraising campaign

- Campaign name, second reference

Fundraising campaign or campaign (lowercase “f” and “c”)

- Committee

International Committee on The Eliminate Project

- Donations

Please make checks payable to the Kiwanis International Foundation. Write “The Eliminate Project” in your check’s memo line.

- Titles

Joe Smith, district coordinator for The Eliminate Project

The Eliminate Project’s District Coordinator Joe Smith

>>Next section: Sample

In media relations, here's an example of what a successful result looks like. Congratulations to our Kiwanis clubs in Alabama for successfully landing a placement in their local newspaper.

Kiwanis Club raising money for vaccines

TimesDaily.com

By Sarah Rowland, Staff Writer / Published: Sunday, June 5, 2011 at 3:30 a.m.

Members of Alabama Kiwanis clubs are doing something about a disease that's responsible for the painful deaths of 60,000 babies each year.

The Eliminate Project, an initiative of Kiwanis International and UNICEF, hopes to raise \$110 million by 2015 to eliminate maternal and neonatal tetanus (MNT) from the 38 countries worldwide the disease still affects.

"It's really an exciting opportunity if you just think about it," said David Beasley, Alabama district Eliminate coordinator.

Beasley said MNT is a disease that affects infants, causing death within 10 to 14 days. "They suffer excruciating convulsions that tear muscles and break bones," Beasley said. "Most any kind of noise, light, wind blowing against their skin can set these convulsions off.

"They put these babies in a dark isolated room and adults can't touch them or speak to them."

Beasley painted a picture of a parent comforting an ailing child, singing to the baby, holding and rocking the baby, but he said parents can't comfort babies who contract neonatal tetanus because noise and touch will send them into convulsions.

"They're just there until they die. It's a horrible death," he said.

Beasley said Alabama Kiwanis plan to raise \$2 million for the campaign by 2015. He said so far Florence, Birmingham and Gadsden clubs have donated \$2,000 each.

"We're pretty excited about partnering up with UNICEF on this project," said Beth Haddock, Florence Kiwanis Club president.

"For such a small amount, knowing that we can wipe something off the face of the earth again is a pretty exciting project," Haddock said.

According to UNICEF, MNT is caused by lack of immunizations and clean delivery services for mothers and improper care of babies' umbilical cords after birth. Beasley said the project will not only provide much needed vaccinations against the disease, but also education to teach proper hygiene and birthing, including delivery packs to ensure safe, clean deliveries of babies.

"We have a wonderful opportunity that we can solve this," Beasley said. "We have the technology and the manpower through UNICEF. All we've got to do is do it and we have solved a worldwide problem."

Beasley said vaccinations cost \$1.80 per person. At such low costs he said most people can look at their lifestyles and find money to donate.

"Whether it's in saving change or drinking less carbonated beverages or Starbucks coffee over three years the potential is there and we can do it. We've just got to do it," he said.

Beasley asked, "How often do you get to solve a world-wide problem? That's exciting. That's satisfying."

For more information on how to donate or volunteer, contact your local Kiwanis Club or visit eliminateproject.org.

Sarah Rowland can be reached at 256-740-5749.