

Club: _____ Division: _____ Issues Received: _____

Level:

___ Gold (101 or more) ___ Silver (71-100) ___ Orange (46-70) ___ Blue (31-45) ___ White 30 or less

Score Card used in Grading Club Newsletter: Total possible points 120

Part 1: Overall Appearance: Total Points _____ (Possible 27 points)

- Overall Pleasing Design: ___3 ___2 ___1
- Proper Masthead with Kiwanis Wordmark: ___3 ___2 ___1
- Current Kiwanis logos used: ___3 ___2 ___1
- Official Kiwanis Colors used in design: ___3 ___2 ___1
- Color photos and logos (if color publication): ___3 ___2 ___1
- Sharp photos and logos (if B/W publication): ___3 ___2 ___1
- Positive content versus negative: ___3 ___2 ___1
- Properly proofread: ___3 ___2 ___1

Part 2: Data Requirements: Total Points _____ (possible 21 points)

- Address, phone numbers and Web Address: ___3 ___2 ___1
- Officers names and data: ___3 ___2 ___1
- Meeting time – Location: ___3 ___2 ___1
- Speakers listed with Bio: ___3 ___2 ___1
- Calendar of future events - programs: ___3 ___2 ___1
- Inter-Clubs announced: ___3 ___2 ___1
- Board meetings announced – action published: ___3 ___2 ___1

Part 3: Kiwanis News And Promotion: Total Points _____ (Possible 18 points)

- New Member Bios: ___3 ___2 ___1
- Articles about Club projects: ___3 ___2 ___1
- Photos taken during Club Projects: ___3 ___2 ___1
- Service Leadership Club Coverage: ___3 ___2 ___1
- Club Member Profiles: ___3 ___2 ___1
- Club Committee Chairs Reports: ___3 ___2 ___1

Part 4: Newsletter Distribution: Total Points _____

- Weekly: Mailed (e-mail) ___4 Distributed at meetings ___3
- Bi-Weekly: Mailed (e-mail) ___3 Distributed at meetings ___2
- Monthly: Mailed (e-mail) ___2 Distributed at meetings ___1
- Mailed (e-mail) to: District Officers & Lt. Governor ___5 Local News Media ___4

Part 5: Bonus Points: Total Points _____ (43 Possible points)

- Use of Members Names in Articles: ___3
- President's or Secretary Article: ___3
- Project Eliminate Reference: ___5
- Fun items like 50/50 – fines and Happy Dollars: ___3
- Public Relations Chair report: ___3
- How to obtain meeting make-ups: ___3
- Announcement of Meeting attendance: ___3
- Publishing District News – Events: ___5
- Publishing International News – Events: ___5
- Submitting Article to The Florida Kiwanian: ___5
- Publishing Division news - events: ___5