

## CHECK LIST FOR EVALUATING CLUB NEWSLETTERS

### OVERALL APPEARANCE

- \* Overall Pleasing Design
- \* Proper Masthead with "Kiwanis" Wordmark and club name used
- \* Current Kiwanis logos used
- \* Official Kiwanis colors used in design (Gold PMS 872, Blue PMS 295)
- \* Color used in photos and/or logos
- \* Positive content versus negative
- \* Properly proofread (lacking typos grammatical mistakes)

### DATA REQUIREMENTS

- \* Address of club, phone numbers, or web address
- \* Officers' Names
- \* Location of meeting and time, speakers listed for meetings
- \* Calendar of Future club events and/or Projects
- \* Inter-Clubs Announced
- \* Board Meeting time and date

### KIWANIS NEWS AND ARTICLES

- \* New member Bios
- \* Article about recent club project
- \* Article about current or future club project
- \* Photos taken during project
- \* Division news or councils announced or discussed
- \* District news or convention announced or discussed
- \* International project (E.G., WSP/IDD) or convention announced
- \* Service Leadership Programs article
- \* Report(s) by Committee Chairs

### NEWSLETTER DISTRIBUTION

#### WEEKLY

- \* Mailed 4 Points
- \* Distributed at Meetings 3 Points
- \* e-mailed 4 Points

#### BI-WEEKLY

- \* Mailed 2 Points
- \* Distributed at Meetings 3 Points
- \* e-mailed 2 Points

#### MONTHLY

- \* Mailed 1 Point
- \* Distributed at Meetings 3 Points
- \* e-mailed 1 point

### BONUS

- \* Use of members' names in articles
- \* President's or Secretary's article
- \* Fun Items (Happy Can, Etc.)
- \* Report by Public Relations Chair
- \* How to obtain meeting "make-ups" article or listing
- \* Announcement of actual attendance at club meetings

**This information adapted from: 2007-2008 Club Awards & Recognition Packet**

**CLUB NEWSLETTER AWARDS** are presented to those outstanding clubs whose bulletins meet the suggested requirements outlined by the Florida District and Kiwanis International. One first place and three honorable mentions are given in each size category. The most outstanding Bulletin in the District is submitted to Kiwanis International for International Competition. The District Chair for Club Newsletters, the District Governor, Governor-Elect, Treasurer, Executive Director, and Lieutenant Governor should be added to your postal or electronic mailing list.

**NEWSLETTER AWARD RULES**

1. The rules governing Florida District Awards will apply to all individual and club awards.
2. Club competitions are based on 12 months activities from October 1, 2007 to September 30, 2008.
3. The District Chair for the award is Maggie Gunther (2007-2008)
4. *Clubs wishing to compete for an award must submit a copy of each newsletter via e-mail or postal mail to: [maggiemunther@hotmail.com](mailto:maggiemunther@hotmail.com) or Maggie Gunther, 905 NE 29 Dr., Wilton Manors, FL 33334*
5. The newsletter award has multiple categories based on club size. There shall be one winner and three honorable mentions based on the paid membership for the club's 2007-08 administrative year. These categories are:
  - Gold Division: 101 members or more
  - Silver Division: 71 to 100 members
  - Orange Division: 46 to 70 members
  - Blue Division: 31 to 45 members
  - White Division: 30 members or less

**Any questions?** Contact Maggie at [maggiemunther@hotmail.com](mailto:maggiemunther@hotmail.com) or 954-224-2825.