

CLUB BULLETIN EDITOR

www.nydkc.org

Governor Nadyli Nuñez

The club bulletin editor is extremely important and beneficial to the club because he/she is responsible for making Key Club International known in the school and community. Over the year, the editor is required to produce newsletters, fliers, and bulletins to inform everyone in the community of the work Key Clubbers do. Therefore, the editor must be extremely knowledgeable in Key Club and must work closely with the other officers to ensure that the dates and project information is accurate. Help make Key Club a household name!

Duties and Responsibilities

- Produce a monthly newsletter to members providing the following information:

1) Important dates	5) Service project dates and information	9) Major Emphasis Program info
2) Upcoming events	6) Review of completed projects	10) District Project Information
3) Officer information	7) Committee reports	11) Reminders
4) Meeting schedule	8) President's message	12) Dues update
- Post signs, posters, and banners announcing meeting dates, projects, and any type of Key Club promotion
- Send articles to the district publication and KEY CLUB magazine regarding projects and new ideas. Be sure to include photos. (See "Service Spotlight" later in this guide)
- Make public-service announcements, contact local press, and send articles to community newspaper

Bulletin Editor's Checklist!

Weekly duties

- Attend all club meetings and board meetings.
- Post a calendar of events to publicize meetings and events.
- Make morning announcements, posters, signs, and banners to promote projects and meetings.
- Take pictures at meetings and events.

Monthly duties

- Attend Kiwanis club meetings and provide updates on club happenings.
- Work with the webmaster (if the club has one) to update the club website. If the club does not have a webmaster, then work to create and maintain one (see Webmaster's guide).
- Produce a bimonthly (twice a month) or monthly newsletter.

Annual duties

- Ensure that after each event, a Key Clubber is documenting the project and submitting it to Service Spotlight
- Receive all materials from past club editor.
- Save all published newsletters, signs, calendars, and banners to give to your successor.
- Take pictures and document club events, meetings, and overall work in a scrapbook to be entered in district and International contest (more information will come in the Booklet of Merits).
- Publicize meetings by posting fliers and Key Club posters.

Creating Newsletters

The club newsletter is a great way to get Key Clubbers in your club excited about projects and to gain the support of your school administration and community by seeing the accomplishments made by Key Club. A list of the necessary components of your newsletter is listed on the first page of this guide.

Have a plan!

- You don't have to write all the articles. Ask for contributions!
- Make a log with all the articles you wish to include and stick to this plan.

Make a calendar!

- Consult with the other officers and have a tentative schedule of all the upcoming events.
- Planning early allows more people an opportunity to clear their schedules and attend events

Publish it!

- Have print copies available at meetings
- Email copies to members
- Have PDF copies on your club website

Set a Due Date!

- We know that everyone works better with a deadline.
- Have a consistent date to publish your newsletters (e.g., 1st of every month)

PROOF-READ!

- Let's be honest, no one wants to read anything filled with spelling and grammar errors. Check it!

Suggested Contents for Newsletters

May-June-July

- New board member names and addresses
- District convention highlights
- Information on the Governor's Project, District Projects, and Major Emphasis Program (MEP)
- New lieutenant governor and board information
- International convention review and registration
- Farewell to past officers and members
- Promote Key Leader events and other leadership development opportunities.

August-September-October

- Back-to-school club information
- Introduction to Key Club International (for newcomers)
- International convention highlights and moments, as well as introducing the new International Trustee

- Fall Rally promotion and wrap up
- Dues information
- District project explanation and tips to help
- MEP Service Partners Information

November-December-January

- Key Club Week and the planned activities
- Holiday service projects
- District convention promotion (include site, dates, and costs)
- Fund-raising ideas

February-March-April

- Club elections
- District convention preview
- Lieutenant governor and district executive board election results
- International convention promotion

Graphic Standards

One important way we can let others know about Key Club is by communicating “our look” to others. That is, by using the same design elements—things like fonts, colors, logos, and symbols to express who we are. Keeping our look consistent enables others to see Key Club in the way we do—whether they’re in Colorado or Costa Rica. And it helps us create buzz about the great work Key Club is doing to serve others and developing tomorrow’s leaders.

The graphic standards guide is available online at www.keyclub.org, and it has everything you need to get started including colors, design schemes, photos, and templates to help you create brochures, letterheads, newsletters, posters, and more.

Wordmark

KEY CLUB KEY CLUB KEY CLUB

black

Pantone Matching System (pms 295)

white



Logo



black



pms 295 & pms 4505



pms 295



white

Using the Key Club logo in black or white will give the design a more contemporary feel.

Fonts

Header and subhead: Century Gothic

General text: Goudy Old Style

All materials

Consistency in visual layouts is key to retaining the image of Key Club worldwide.

The pencil



Pencil area

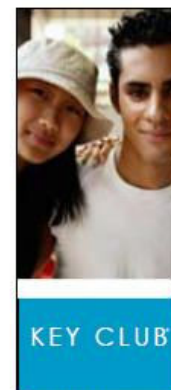
Placement: Pencil should always be placed on the cover or front of each piece.



Poster



Web site












Brochure

Graphic Standards (cont.)

Colors

One or more accent colors should be used with black copy.

				
PMS 362	PMS 382	PMS 187	PMS 158	PMS 295
70% Cyan 0% Magenta 100% Yellow 9% Black	29% Cyan 0% Magenta 100% Yellow 0% Black	0% Cyan 100% Magenta 79% Yellow 20% Black	0% Cyan 61% Magenta 97% Yellow 0% Black	100% Cyan 56% Magenta 0% Yellow 40% Black
63% Red 156% Green 83% Blue	190% Red 214% Green 0% Blue	167% Red 25% Green 48% Blue	227% Red 114% Green 34% Blue	0% Red 47% Green 95% Blue
HTML 3F9C35	HTML BED600	HTML A71930	HTML E37222	HTML 002F5F

			
PMS 286	PMS 313	PMS 4505	Black
100% Cyan 66% Magenta 0% Yellow 2% Black	100% Cyan 0% Magenta 8% Yellow 13% Black	0% Cyan 15% Magenta 78% Yellow 36% Black	
0% Red 57% Green 166% Blue	0% Red 152% Green 195% Blue	152% Red 134% Green 66% Blue	
HTML 0039A6	HTML 0098C3	HTML 988642	

Here's how to access Key Club color palette.

If using a Mac:

- Go to Microsoft Word
- Click appropriate color fill box
- Click "More fill colors" at bottom
- Enter values of colors

If using a PC:

- Go to Microsoft Word
- Click color fill box
- Click "More fill colors" at bottom
- Enter values of colors

Document Formats

Extension	Name	Description
.doc	Document	Microsoft Word
.rtf	Rich Text	Any word processor
.jpg OR .jpeg	Joint Photographic Experts Group	Picture (millions of color)
.gif	Graphics Interchange Format	Images (smaller file, less colors, can be transparent)
.png	Portable Network Graphics	Pictures or Images
.ppt	PowerPoint Slideshow	Microsoft PowerPoint Presentation
.pdf	Portable Document Format	Adobe Acrobat Reader

About PDF (Portable Document Format)

- Can be opened by **anyone** with the free Acrobat Reader
- Platform and software independent (great compatibility)
- Remember, **always** convert every document you produce to a PDF so everyone will be able to open it
- Remind your visitors to download the Adobe Reader from the Adobe® website if they don't have it already

Converting to PDF

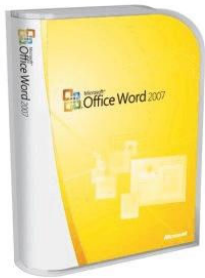
- Download PrimoPDF or CutePDF (or any PDF printer you can find on Google)
- When you need to convert, go to File→Print→(select your virtual PDF printer)→Print
- Choose where you are going to save your PDF file, and then **voilà!**

Service Spotlight

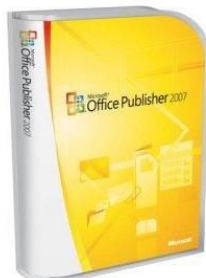
Every so often, Key Clubbers come home from a really exciting and fun project. Please encourage them to share that experience with other people. By doing so, they are not only giving other people an inspiration for a project idea, but they may also be published too!

A submission form for “Service Spotlight” may be found on the Club Resources section of our website, www.nydkc.org. Download this form, fill in all the information, and attach that with your article and some pictures to the following email address: service@nydkc.org. Your submission may appear in the next issues of the Empire Key (our official District Publication), on our website, or in the future editions of the Governor’s Newsletter (Governor Nadyli’s monthly newsletter).

Desktop Publishing Software



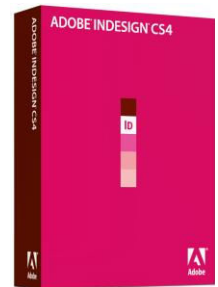
Microsoft Word



Microsoft Publisher



OpenOffice (it's free!)



Adobe InDesign

Need help? Contact your District Officers!

Governor Nadyli Nuñez

nadylinunez.gov@nydkc.org

Editor Jensen Cheong

jensencheong.editor@nydkc.org

Webmaster Emily Lew

emilylew.tech@nydkc.org



Kiwanis
Service Leadership Programs

Edited Training Packet from 2009-2010 Service Year

GOVERNOR NADYLI NUÑEZ

New York District Key Club 2010-2011

“Caring-Our Way of Life”