



CHECKLIST FOR EVALUATING CLUB NEWSLETTERS

OVERALL APPEARANCE

- *OVERALL PLEASING DESIGN
- *PROPER MASTHEAD WITH CLUB NAME USED
- *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

DATA REQUIREMENTS

- *ADDRESS OF CLUB, PHONE NUMBER. OR WEB ADDRESS
- *OFFICERS' NAMES
- *LOCATION OF MEETING AND TIME, SPEAKERS LISTED FOR MEETINGS
- *CALENDAR OF FUTURE CLUB EVENTS AND/OR PROJECTS
- *LISTING OF MEMBERS WITH PERFECT ATTENDANCE
- *INTER-CLUBS ANNOUNCED
- *BOARD MEETING TIME AND DATE

KIWANIS NEWS AND ARTICLES

- *NEW MEMBER APPLICATIONS AND/OR BIOS
- *ARTICLE ABOUT RECENT CLUB PROJECT
- *ARTICLE ABOUT CURRENT OR FUTURE CLUB PROJECT
- *PHOTO 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
- *SPONSORED YOUTH ARTICLE
- *REPORT(S) BY COMMITTEE CHAIRS

NEWSLETTER DISTRIBUTION

- *MONTHLY (MAILED) 2 POINTS
- *2 PER MONTH (MAILED) 3 POINTS
- *WEEKLY (MAILED) 4 POINTS
- *MONTHLY (DISTRIBUTED AT MEETINGS) 1 POINT
- *2 PER MONTH (DISTRIBUTED AT MEETINGS) 2 POINTS
- *WEEKLY (DISTRIBUTED AT MEETINGS) 3 POINTS

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