

Kiwanis

Eastern Canada & the Caribbean District

2009-10 CLUB BROCHURE CONTEST CRITERIA

The Eastern Canada and The Caribbean District of Kiwanis International recognizes that a good club brochure is one of the best Public Relations and Membership Tools that any Kiwanis club could have. Such a brochure provides public awareness and attracts potential members. For the 2008/09 administrative year, the District is launching a Kiwanis Club Brochure Contest.

The contest is open to all Kiwanis Clubs in the Eastern Canada & the Caribbean District and will be judged according to the following criteria, for a total of 100 possible points:

A. Appearance (20 points)

The brochure should be distinctive, attractive and with a finished look.

- The master head should state the name of your club (5)
- The brochure should have an easy to read layout (5).
- The current Kiwanis logos should appear somewhere in your brochure, 5 points for one and ten points for two or more. Full points will only be awarded if the use of the logos conforms to the requirements of the KI Graphics Standards Manual

B. Data (40 points)

- The brochure should include the mailing address of your club, a contact number, Email Address or web address (5 points)
- The date, time, and location of your club's meetings (5 points)
- Annual club events and/or projects (5 points)
- Information in narrative form about the club: who can join, who the club serves (10 points), benefits of club membership (10 points) and information about the club's Service Leadership activities (5 points).

C. Graphics Quality (40)

- Effective use of quality photographs of adults (10) and children (10) involved in club activities.
- Effective use of clip art (5) and effective use of colors (10) and font types/sizes (5) to enhance readability.

All submissions must be in hard copy or via email and must have a send date or post marked no later than March 30, 2009, to the District Committee Chairman:

DLG Conliffe Wilmot-Simpson
IMCA Jamaica Ltd
217 Spanish Town Road
Kingston 13, Jamaica W.I.
Ph. (B) 876 923-7190, (H) 876 988-3547, (M) 876 381-0261
Or email [to: conliffe w@yahoo.com](mailto:conliffe_w@yahoo.com)

In cases of file sizes beyond the normal capacity of email systems, submissions may be posted to a public access web site and the District Committee Chairman and District Office informed of the appropriate information to view the site.

The winning submissions (1st, 2nd & 3rd) will receive a Club Banner Patch. The presentations will be made during the 2009 District Convention in Trois Rivierre.

Questions, suggestions or comments should be directed to the District Committee Chairman at [conliffe w@yahoo.com](mailto:conliffe_w@yahoo.com)