

## **2009-10 CLUB NEWSLETTER CONTEST CRITERIA**

Club Newsletters published within the Eastern Canada and the Caribbean District of Kiwanis International should be so written that they fulfill the following primary functions:

- Inform members about the activities of the club, division, district and Kiwanis

International

- Promote Membership Growth and Development

- Encourage attendance/participation at meetings, projects etc.

The publication should be published regularly (weekly, bi-weekly or monthly) and will be judged in the following five categories:

### **Competition Categories**

#### **CAT. CLUB SIZE CRITERIA**

1 Less Than 50 Members Published Weekly or Bi-weekly with advertising

2 More Than 50 Members Published Weekly or Bi-weekly with advertising

3 Less Than 50 Members Published Weekly or Bi-weekly without advertising

4 More Than 50 Members Published Weekly or Bi-weekly without advertising

5 Any Size Club Published monthly with or without advertising

The publications will be judged according to the following criteria, for a total of 50 possible points.

#### **A. Front Page/Banner head should display the following (8 Points):**

- Name of club (1)

- Title of Newsletter (1)

- Year club was formed (1)

- Date of publication (1)

- Name of Division and Lieutenant Governor (1)

- Name of District and Governor (1)

- Name of International President (1)

- Club's time and place of meeting (1)

#### **B. Newsletter content should include the following (42 Points):**

- Name of Club Executives and Committee Chairs (2)

- Details of upcoming events, club and committee meetings (5)

- Birthdays and anniversaries (2)

- Recognition of members achievements (2)

- Information concerning fund raising activities (4)

- Reports on Service activities (4)

- Reports on Interclub meetings (2)

- News from International, District, Division (3)

- Cartoons, quotes, jokes or humorous anecdotes (2)

- Overall design (5)

- Clear concise and effective writing (4)

- Effective use of photographs (4)

- Correct use of KI logos as defined by the KI Graphics Standards Manual (3)

#### **C. Submission:**

- For categories 1, 2, 3, and 4, Clubs must submit five copies of their newsletters printed between October 1, 2009 and April 1, 2010.

- For category 5, clubs must submit four copies printed between October 1, 2009 and April 1, 2010

- A covering letter must accompany the submitted Newsletters and should include, at a minimum: Competition Category, Name of Club, Division Number, and any explanatory details.

- All submissions must be in hard copy (**Newsletters** published in E mail format must be printed into hard copy) and mailed, with a date/post mark no later than April 15,2010 to the District Newsletter/Brochure Committee Chair, DLG Conliffe Wilmot-Simpson.

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

**D. Award:**

The winning submissions in each category will receive a Club Banner Patch and the two Runners-up will receive a ribbon. The presentations will be made during the 2010 District Convention in Saint John NB.

Questions, suggestions or comments should be directed to the District Committee Chairman at [conliffe\\_w@yahoo.com](mailto:conliffe_w@yahoo.com) or the District Office [district@kiwanisec.org](mailto:district@kiwanisec.org) or Tel: 613-727-0107.

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## **2008/09 (2009/2010) 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 (2009/2010) administrative year, the District is launching (continuing) 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 (2010), 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 (1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>) will receive a Club Banner Patch. The presentations will be made during the 2009 (2010) District Convention in **Trois Rivierre** (St. John).

Questions, suggestions or comments should be directed to the District Committee Chairman at [conliffe\\_w@yahoo.com](mailto:conliffe_w@yahoo.com) or the District Office [district@kiwanisec.org](mailto:district@kiwanisec.org) or Tel: 613-727-0107.