

VISIBILITY COMMITTEE MODULE #3

CLUB BULLETINS AND NEWSLETTERS

Communication is key to keeping your members committed and involved in the work Kiwanis accomplishes both locally and globally.

Visibility Module	Kiwanis Clubs are encouraged to produce a Club Bulletin and/or a Newsletter as they are 2 vehicles that can accomplish increased visibility of your club within your community. They communicate the work of Kiwanis members both internally and externally to the public and keep your members up to date.
Distribution Date	Within the fourth quarter of the 2013-2014 Kiwanis administrative year (Target date – July 1 st to LG's)
Target Group	Governor, Governor–Elect, Vice Governor, Lieutenant Governors, Regional Trustees, District Chairs, Club President, President – Elect, Vice-President, Secretary, Treasurer, Club Directors, Club Committee Chairs.
Delivery Method	<ol style="list-style-type: none">1. Module and instructions to be sent electronically by the Governor to the Lieutenant Governors who will follow the Communication protocol of the EC&C District2. Information from the module to be presented at the next Divisional Council Meeting by the Lieutenant Governor or his/her appointee3. Module to be presented as a Visibility Item at a club meeting during each Kiwanis year4. Module to be accessible through District website
Projected Outcomes	Each Club takes action pertaining to the recommendations to enhance Kiwanis Visibility in the Community.
Outcome Metrics	Lieutenant Governor to follow up with clubs to confirm progress to date with respect to Module #3 and report progress details for each Club to the Governor by Sept. 15, 2014. (Governor shares copy with Visibility Committee)

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Visibility Committee

Module #3

Club Bulletins and Newsletters

Created from the Visibility Committee List of Recommendations 2013-2014

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- Communication is key to keeping your members committed and involved in the work
Kiwanis accomplishes both locally and globally
- Newsletters and Club Bulletins are 2 vehicles that can accomplish that goal
- They communicate the work of Kiwanis members both internally and externally to the public

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- Does not have to be an expensive, glossy publication – can be done on regular paper

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- Can be printed, published on your web site or e-mailed to allow members and others to have access to it

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What are the necessary steps?

1. Form a Visibility Committee (Club bulletins and newsletter production would be a sub-committee of Visibility)
2. Seek out a Lead for this sub-committee
3. Create a communication plan for both internal and external distribution
4. Decide on what the publication is going to look like
5. Ensure that the message is consistent in nature

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Necessary Steps – Continued

6. Set up a group of “Internal Reporters” to record the activities of the meetings
7. Ensure creation of the “Newsletter or Bulletin” in a timely manner (before the next scheduled meeting)

8. Print any necessary copies for those without internet access
9. Publish the newsletter on your club web site or send out via e-mail to the members

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Necessary Steps – Continued

10. Create an external, non-member distribution list and forward the file to them – this can be other clubs in your division, region, newspaper editors or reporters, the Mayor, contacts at local businesses etc.
11. Adhere to the graphic standards as described on the Kiwanis One web site
12. Be consistent in your delivery

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Necessary Steps – Continued

13. Make sure to include upcoming events
14. Always a good idea that if sent electronically, a link for communication back to the club could be included in it
15. Don't forget about the District awards that your publication might be eligible

RALPH TAYLOR MEMORIAL GONG (Club Bulletin - winner)

LAURENT GIROUARD AWARD (Club Bulletin – runner-up)

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Final Thoughts -

- Generating interest outside of your club is key to the growth of your club
- The more people that know about you and your great work in your community, the more people will be interested in joining the number 1 service club in the area!
- Above all else, make sure you have back-ups in place for your key people and they are kept “in the loop”

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Thank you!