

# Visibility Committee Module #3 Club Bulletins and Newsletters

Created from the Visibility Committee List of  
Recommendations 2013-2014



- 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



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

**Kiwanis International**

**NAVIGATOR**  
...KEEPING MEMBERS ENGAGED WHEREVER THEY ARE...  
FUN • FELLOWSHIP • SERVICE

*Congratulations*

**Birthdays**

- Barbara Lutz – Mar 28

**Wedding Anniversaries**

- Daphne & David Murray- Mar 31

**MEMBERSHIP MEETING March 11**

**REPORTER: Allan McPhee**

**Guests:**

- John Ward
- Dave Thomas

**Attendance:**

- 53 members

**Returning members:**

- Dave Allen –Florida
- Ron LaFlair – Skiing Vermont (lots of snow)
- Sheila Donald - Week in Mexico
- Ivan Mater- Back from Caribbean Cruise
- Ken Richardson –Glad to see everyone – would appreciate a ride to meetings for the next few weeks

**Member Status:**

- None reported

**Announcements/Business**

- Stan Zagrodny recruited help with Terrific Kids assembly at Pauline McGibbon School for March 25 at noon

participation in various volunteer projects and their contributions to the Eliminate Project. She reported that EC&C has increased membership by 106 so far this administrative year.

- Dick Felton reminds members to submit their ideas for fund raising for the 2014-15 Kiwanis year. Dick and his team will be working on the next budget. Also members are encouraged to submit suggestions on projects the club should consider contributing to in the next fiscal year.
- Share the Bounty Fund Raiser in support of the Windsor Kiwanis Sunshine Camp. Members are encouraged to vote for the Windsor Kiwanis Charitable Trust daily. Currently in the Kids category they have the most votes to receive a grant of \$15000. Contest is open all the month of March.
- Ivan Mater was presented with a 175 lapel pin in recognition of his donation to the Eliminate Project. Ivan is an Impact Donor. His donation resulted in at least 175 lives saved or protected; and is awarded for individual gifts of US\$300 or more.
- President Dave reminded Board Members that there will be a Golden K Board Meeting on March 25 immediately after the regular club meeting. Club

areas and changes in sea levels which will affect coastal areas.

We are getting better at making our processes more energy efficient but as incomes rise throughout the world our demand for energy and goods and services increase faster than the gains made in becoming more energy efficient. This is a problem that will need to be solved.



Wind and Solar Energy is currently more expensive than other forms of energy generation. Solar energy may be more promising for the future but the equipment needs to be made more economical and efficient. Also advances need to be made in devices used to store energy for future use. In Ontario we have projects coming on line in the next few years and it was suggested that maybe it is time to pause in starting new initiatives until technology has advanced and become more reliable and economical.

It is hoped that future governments and leaders will look at the statistics and make wise decisions in tackling these issues and the use of our tax dollars and monies in coming up with solutions.

The presentation generated much discussion by members. The speaker was thanked by Dave Allen.



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

 **KIWANIS CLUB OF CHATHAM-KENT GOLDEN K**   
EASTERN CANADA & CARIBBEAN DISTRICT, DIVISION 3  
Kiwanis International President – Gunter Gasser EC&C Governor – Hope Markes  
Division 3 Lieutenant Governor – Bud Orr (Forest ON)  
Chatham-Kent Golden K President – Eileen Richards Secretary – Kathie Jordan  
GK Bulletin 17-21 March 20, 2014 [www.chathamkentkiwanisgoldenk.com](http://www.chathamkentkiwanisgoldenk.com)  
**CLUB MEETS** Thurs. at 9:30 a.m. Chatham Cultural Centre, William St. N.  
Except the 2<sup>nd</sup> Wed. of the month is a Dinner Meeting at 6 p.m.  
Board of Directors meeting is the 1<sup>st</sup> Thurs. of the month.

**Mar. 20 Thurs.** Hospice Awareness - John Case **Studio 1**

**Mar. 27 Thurs.** Tour of Chatham Public Library  
with Head Librarian, Tania Sharp **Note location change**

**April 3 Thurs.** Breakfast meeting at Parkfield on Park Ave. More info to follow. Board meeting - all members are welcome to attend.

**April 9 Wed.** Dinner meeting Speaker will be – William Lindsay – experiences of being a volunteer at the 2014 Sochi Olympics

**April 17 Thurs.** Kiwanis Club of Chatham-Kent Golden K's 18<sup>th</sup> Anniversary, featuring artwork from Building Bridges to the Future competition. **Studio 1**

**April 24 Thurs.** Annual Meeting and Election of Officers. **Studio 1**  
June 11<sup>th</sup> – Wed. Dinner Meeting – Speaker will be Michelle Falone  
Media Consultant from the Ministry of Consumer Services – avoiding fraud and scams, preventing identity theft, etc. **ACTIVE LIFESTYLE**



## 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



## 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



## 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



## 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)**





## 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”



Thank  
You!

