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.
Can be printed, published on your website 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
CLUB MEETS Thurs. at 9:30 a.m. Chatham Cultural Centre, William St. N.
Except the 2nd Wed. of the month is a Dinner Meeting at 6 p.m.
Board of Directors meeting is the 1st 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 18th Anniversary, featuring artwork from Building Bridges to the Future competition.

Studio 1

April 24 Thurs. Annual Meeting and Election of Officers Studio 1
June 11th – 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 website 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!