

KEY SOLUTIONS

KEY CLUB MEMBERSHIP RESOURCES

Duties of the Club Editor

A club editor is vital to a Key Club because he/she is responsible for all printed material the club receives. The editor is the advertiser, the communicator, and general publicity person of the club. This role requires time and knowledge on dates and happenings of district and International events, in addition to the current club projects and plans. The editor must be knowledgeable of the programs and structure of Key Club International.

The role of club editor is that of a public relations officer. The editor makes sure the public is informed about the service Key Club renders. The club editor needs to work alongside the secretary to be an informed officer and to use the correct and necessary information for newsletters, fliers, bulletins, and publicity stunts. Club editors have the role of making Key Club known within the community and the school.

Duties and Responsibilities

- Produce a monthly newsletter to members providing the following information:
 - 1) Important dates
 - 2) Upcoming events
 - 3) Officer information
 - 4) Meeting schedule
 - 5) Service project dates and information
 - 6) Review of completed projects
 - 7) Committee reports
 - 8) President's message
 - 9) Major Emphasis Program Information
 - 10) District Project Information
 - 11) Reminders
 - 12) Dues update
- Post signs, posters, and banners announcing meeting dates, projects, and any type of Key Club promotion
- Send articles to the district publication and KEYNOTER magazine regarding projects and new ideas. Be sure to include photos.
- Make public-service announcements, contact local press, and send articles to community newspapers

Club Editor's Checklist

Weekly duties

- Attend all meetings within the club and the club officer-training conferences with the lieutenant governor.
- Post a calendar of events to publicize meetings.
- Make morning announcements, posters, signs, and banners to promote projects and meetings.
- Take pictures at meetings and events.

Monthly duties

- Attend club board meetings.
- Attend Kiwanis club meetings and provide updates on club happenings.

- Update the club Web site.
- Produce a bimonthly or monthly newsletter.

Annual duties

- Receive all materials from past club editor.
- Save all published newsletters, signs, calendars, and banners.
- Take pictures and document club events, meetings, and overall work in a scrapbook to be entered in district and International contest (when applicable).
- Publicize meetings by posting fliers and Key Club posters.
- Set up a filing system for the incoming club editor.

How to make a newsletter worth reading!

- Create a catchy title.
- Include the Key Club logo & use the Key Club graphic standards.
- “What’s Inside” preview, date, school name, volume, and issue number on the front page.
- Use different (but easy to read) fonts.
- Keep articles concise, but complete.
- Ensure the grammar and spelling is correct.
- Use clip art.
- Include a personal message in each issue, such as, “From the Editor”.
- Use pictures from recent events as a “Picture of the Month” corner.
- Add quotes.
- Include contact information.

Suggested Reporting Timeline

May-June-July

- New board member names and addresses
- District convention highlights
- Information on the Major Emphasis Program (MEP)
- New lieutenant governor and board information
- International convention review and registration
- Farewell to past officers and members
- Promote Key Leader events and other leadership develop opportunities.

August-September-October

- Information on Fall mailings
- International convention highlights and moments, as well as introducing the new International Board representative
- Fall Rally promotion and wrap up (if applicable)
- Dues information
- District project explanation and tips to help
- MEP Service Partners Information

November-December-January

- Key Club Week and the planned activities
- Holiday service projects
- District convention promotion (include site, dates, and costs)
- Fund-raising ideas

February-March-April

- Club elections
- District convention preview
- Lieutenant governor and district executive board election results
- International convention promotion

Creating signs and posters to advertise Key Club:

- Use clear, bold, and easy-to-read fonts.
- Make sure it is concise.
- Include date, time, and place.
- Keep it simple.
- Post signs in school corridors, bathroom stalls, classrooms, lunchroom, and library.
- Include purpose.

Suggested Duties:

- Create a Web site or maintain the current one, or support the club Webmaster.
- Create a scrapbook to be entered into the district competition
 - ♦ Have pictures with captions and dates to explain event.
 - ♦ A motif that is clever and works throughout.
 - ♦ Make sure that the scrapbook follows the criteria set by international rules.
 - ♦ Make sure there is a table of contents.
 - ♦ Categorize the scrapbook by using sections with tabs.
 - ♦ Keep receipts and records of cost of materials.

How to make a scrapbook memorable:

- DO use clear, representative, and appropriate photos of your club events and projects.
- DO make captions clever and catchy.
- DO make sure all writing is legible, preferably typed.
- DO pick a theme and use it throughout.
- DO have a table of contents and page numbers.
- DO abide by all criteria in the scrapbook contest.
- DON'T make the pages too sparse or too busy.
- DON'T make it too long and tedious.
- DON'T do it the night before it is due.

a Kiwanis-family member

keyclub.org

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 USA
1-317-875-8755 ? US AND CANADA: 1-800-KIWANIS ? E-Mail: keyclub@kiwanis.org

Revised 10/06