Need Help with Newsletter Production?

General Guidelines

- Maximum of one newsletter due on the 5th of every month to both editor@tokeyclub.com and secretary@tokeyclub.com
- Graded by the District Editor on a sliding scale; the club with the best newsletter earns 50 points, the next best will earn 45 points, and so on. Newsletters are judged based on:
    - Quality content
    - Adherence to graphic standards (available here http://www.keyclub.org/brandguide)
    - Promotion of Key Club/Major Emphasis Program
    - Service project updates
    - DCON advertising
    - Club officer/LTG/District Staff contact information

Point-by-Point Rubric

- While specific point values vary based on the submissions received, a tenuous point-by-point rubric (designed to aid in newsletter production) follows~
    - **50 (Excellent):** awarded for the best submission each month; meets all the criteria for a satisfactory newsletter and, in addition, is particularly well put together and demonstrative of Key Club values
    - **40-45 (Satisfactory):** awarded to clubs with an individualized newsletter template, timely updates, polished look, complete adherence to graphics standards, inclusion of the aforementioned suggestions (i.e. Key Club/Major Emphasis Program, service project updates, DCON advertising, contact information), and abundance of quality content
    - **30-35 (Sufficient):** awarded to clubs with an underdeveloped newsletter template *or* the KCI newsletter template, semi-polished look, partial adherence to graphic standards, partial inclusion of the aforementioned suggestions, and an average amount of quality content
    - **20-25 (Needs Improvement):** awarded to clubs that submit agendas as newsletters
    - **Below 20 (Unsatisfactory):** typically not awarded; will only apply to newsletters that drastically violate the general guidelines for newsletters or misrepresent Key Club values

Suggestions to Consider

- Formulate a newsletter template unique to your club
- Watch spacing and coloring for a cleaner, more polished look
- Create a balance of photos and text to fill pages
- Create a well-developed newsletter with an informative purpose
- Include an update page which lists completed and upcoming service events
- Consider including an Editor's Letter, President's Message, or member articles (especially those regarding service events)
- Submit your newsletter in PDF format to maintain a professional appeal

Examples and Resources

- 265,456 Reasons to Serve, Live, & Love (by Calvin Leung) http://issuu.com/trusteecalvin/docs/265_456_reasons_to_serve__live____love-_august_201
- The Jersey Key, Volume 66 Issue 1 http://issuu.com/njkeyclub/docs/jkey_sept2012
- The Guide to Newsletters: LTG Edition (by Pak Chau) http://issuu.com/pakchau/docs/newsletter_for_newsletter_help
    - Though this resource is geared toward Lieutenant Governors, it should still be useful in the production of club newsletters

Questions or Concerns?

- E-mail editor@tokeyclub.com or call 713-505-2252
- Join the T-O District Club Editors Facebook Page
- Text @todeditor to 646-553-1946 for Remind101 updates
- Visit the "Editor Resources" section of www.tokeyclub.com