

CLUB NEWSLETTER RUBRIC				
	1	2	3	4
EMAIL FORMAT & SUBMISSION	The email subject does not have ANY of the listed elements (School Division Month Assignment), and the newsletter is submitted in the wrong format.	The email subject is missing more than 1 element, or the newsletter is submitted in the wrong format.	The email subject is in the incorrect order or is missing 1 part. The newsletter is submitted as a pdf or an Issuu link.	The email subject is listed in the following order: School Division Month Newsletter. The newsletter is submitted as a pdf or an Issuu link.
GRAPHIC STANDARDS	This newsletter does not follow any Key Club International guidelines. None of the colors from the brand guide are used within the newsletter. The font used in the newsletter has no resemblance to the Key Club International font guidelines.	More than 50% of the newsletter deviates from Key Club International guidelines. At least 1 color from the brand guide are used within the newsletter. The font used in the newsletter has no resemblance to the Key Club International font guidelines.	More than 20% of the newsletter deviates from Key Club International guidelines. At least 2 colors from the brand guide are used within the newsletter as well as one of the approved Key Club International fonts (or one similar).	No more than 10% of the newsletter deviates from Key Club International guidelines. At least 3 colors from the brand guide are used within the newsletter as well as one of the approved Key Club International fonts (or one similar).
CONTENT	The newsletter is missing more than two of the following elements: volume, issue, school, region, and division on the cover page; table of contents; page numbers; upcoming deadlines/events (time, location, brief description).	The newsletter is missing more than one of the following elements: volume, issue, school, region, and division on the cover page; table of contents; page numbers; upcoming deadlines/events (time, location, brief description).	The newsletter is missing one of the following elements: volume, issue, school, region, and division on the cover page; table of contents; page numbers; upcoming deadlines/events (time, location, brief description).	The newsletter includes volume, issue, school, region, and division on the cover page, including the table of contents, page numbers, and upcoming deadlines/events (time, location, brief description).
PROMOTION	The newsletter does not include any promotion for Major Emphasis Program promotion, Key Club International Service Project, or DCON theme (after theme is announced).	The newsletter is missing one either the Major Emphasis Program promotion or the Key Club International Service Project (or the DCON theme after it's announced).	The newsletter includes the Major Emphasis Program promotion, the Key Club International Service Project, and the DCON theme (after it's announced). However, these promotions appear incomplete or lack information.	The newsletter includes Major Emphasis Program promotion (Children's Miracle Network, Eliminate/UNICEF, March of Dimes), Key Club International Service Project advertisement (Thirst Project), and DCON advertising (after theme is announced).
CONTACTS	The newsletter does not include ANY of the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.	The newsletter is missing two or more of the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.	The newsletter is missing one of the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.	The newsletter includes the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.

BONUS: VISUAL APPEAL	This newsletter is very visually appealing! The cover page catches the reader's eye and the organizational format is easy to follow. This newsletter earns the Vivian Stamp of Approval in terms of aesthetic!			
	LATE PENALTY: 7 points deducted if you turn it in past 11:59 on the due date.			
	THE MAXIMUM POINTS FOR NEWSLETTERS IS 21 POINTS.			
	* I will not grade it if it is submitted 5 days past the deadline.			