SOLUTIONS

Duties of the club editor

A club editor is vital to a Key Club because he or she is responsible for all printed material the club receives. The editor is the advertiser, the communicator and general publicity manager. This role requires time and knowledge of what's happening on the district and Key Club International level in addition to the club's current projects. The editor must be familiar with 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 club, school and community are informed of the service Key Club provides. The club editor works alongside the secretary to be an informed officer and to use correct and necessary information for newsletters, fliers, bulletins and other publicity pieces. Club editors have the responsibility of making Key Club known within their school and community.

Duties and responsibilities

- Produce a monthly newsletter for members that includes 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 updates
    8. President's message
    9. Major Emphasis information
    10. District project information
    11. Reminders
    12. Dues update
- Post signs, posters and banners announcing meeting dates, projects and other Key Club events at your school and in the community.
- Send articles about district and club projects to your district's editor and Key Club magazine. Be sure to include photos.
- Make public-service announcements, contact local press and send articles to community newspapers.

Weekly duties

- Attend all club meetings and club officer training conferences with your division's 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 the club board of director's meetings.
- Attend Kiwanis club meetings and provide updates on club happenings.
- Update the club website or social media page, if the club has one.
- Produce a bimonthly or monthly newsletter.

Annual duties

- Receive all materials from the immediate-past club editor.
- Save all published newsletters, signs, calendars and banners for the next club editor to use as a reference.

- Take pictures and document club events, meetings and overall work in a scrapbook to be entered in district and Key Club International contests (when applicable).
- Publicize meetings by posting fliers and Key Club posters.
- Set up a filing system for the incoming club editor.

Make your newsletter worth reading

- Create a catchy title.
- Use the Key Club logo or wordmark and follow the Key Club brand guide (www.keyclub.org/brandguide).
- Include a table of contents, date, school name, volume and issue number on the front page.
- Use only a few different (but easy to read) fonts.
- Keep articles concise but complete.
- Proofread!
- Include a personal message in each issue, such as "A Note from the Editor."
- Use pictures from recent events as a "Picture of the Month" corner.
- Add quotes from members.
- Include contact information for club officers and your faculty advisor.

Suggested reporting timeline

May–June–July

- New board members' bios, names and addresses
- District convention highlights
- Major Emphasis information
- New lieutenant governor and district board information
- Key Club International convention preview and registration
- Farewell to past officers and members
- Promotion of Key Leader events and other leadership development opportunities

August–September–October

- Fall mailing information
- Key Club International convention highlights and introduction of new Key Club International trustee
- Fall Rally and/or Officer Training Conference promotion and summary (if applicable)
- Dues information
- District project explanation and tips
- Major Emphasis, partners and preferred charities information

November–December–January

- Key Club Week
- Holiday service projects
- District convention promotion (include site, dates and costs)
- Fundraising ideas

February–March–April

- Club elections
- District convention preview
- Key Club International convention promotion

Perfect promotional posters

- Use clear, bold and easy-to-read fonts.
- Make sure copy is concise.
- Include date, time and place.
- Keep it simple.
- Post signs in school corridors, bathroom stalls, classrooms, lunchroom and library.
- If it's a fundraiser, mention where the money is going.

Additional suggested duties

- Create/maintain a website and/or social media page. (In some clubs, an elected or appointed webmaster will take care of these.)
- Create a scrapbook for the district scrapbook competition. (Remember to keep track of all receipts for scrapbook materials.)

Ways to make your 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 categorize the scrapbook by using sections with tabs.
- DO make sure the scrapbook follows the criteria set by Key Club International's contest rules. (See www.keyclub.org/contestsawards for details.)
- 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's due.

a Kiwanis-family member

keyclub.org

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