Checklist for evaluating club newsletters

Overall Appearance

Overall pleasing design

Proper masthead with club name used

Kiwanis logos used

Compliance of logos and colors used with Kiwanis Brand Guide

Color used in photos and/or logos

Positive content versus negative

Data Requirements

Address of club, phone number, web address or social media sites

Officers' names

Location and time of meetings, speakers listed for meetings

Calendar of future club events and/or projects

Listing of members with perfect attendance

Inter-clubs announced

Board meeting time and date

Kiwanis News and Articles

New member applications and/or bios

Article about recent club project

Article about current or future club project

Photo taken during project

Division news or council meetings announced or discussed

District news or convention announced or discussed

International project or convention announced

Sponsored youth article

Report(s) by committee chairs

Newsletter Distribution

Monthly (Mailed or sent via email) 2 points

2 per month (Mailed or sent via email) 3 points

Weekly (Mailed or sent via email) 4 points

Monthly (Distributed at meetings) 1 point

2 per month (Distributed at meetings) 2 points

Weekly (Distributed at meetings) 3 points

Bonus

Use of members' names in articles

President's or Secretary's article

Fun items (Happy can, etc.)

Report by Public Relations Chair

How to obtain meeting "make-ups" article or listing

Announcement of actual attendance at club meetings