



## 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 club, and even the public, is informed of the service Key Club renders. The club editor works alongside the secretary to be an informed officer and to use the 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 their community.

### 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 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 any type of Key Club promotion at your school and in the community.
- Send articles to the district publication and Key Club Magazine regarding projects and new ideas from your club. Be sure to include photos.
- Make public-service announcements, contact local press, and send articles to community newspapers.

### Weekly Duties

- Attend all club 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 **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 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 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.
- Use the Key Club logo & use the Key Club graphic standards.
- Include a table of contents, date, school name, volume, and issue number on the front page.
- Use different (but easy to read) fonts.
- Keep articles concise, but complete.
- Ensure grammar and spelling is correct.
- Use clip art.
- 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.
- Include contact information.

## Suggested Reporting Timeline

### May-June-July

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

### August-September-October

- Information on Fall mailings
- International convention highlights and introduce the new International Board representative
- Fall Rally and/or Officer Training Conference promotion and summary (if applicable)
- Dues information
- District project explanation and tips to help
- ME Service Partners Information

### November-December-January

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

### **Additional Suggested Duties**

- Create/**maintain a** Web site or maintain club website and/or social media page the current one, or support the club Webmaster.
- Create a scrapbook to be entered into the district **scrapbook** competition
  - Have pictures with captions and dates ~~to~~ **that** 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 **the** 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 **set forth** in the scrapbook contest **rules**.
- 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