

Monthly Electronic Bulletin (MEB) 101

A **Monthly Electronic Bulletin (MEB)** is a newsletter that you will distribute to your divisions each month. It is your way of providing the necessary information to your clubs for them to succeed. While there is a required topic list each month, you more than encouraged to include additional information as you see fit. Below you will find the guidelines for the creation and distribution of MEBs in the Florida District of Key Club International.

By the 20th of every month, the District Editor will provide you with the content that needs to be covered in your MEB for that specific month. This includes the required topics list, Committee Blurbs, and KeyFeed.

By the 1st of every month, the *first draft* for your MEB must be sent to the following individuals for review. They will provide you with any advice or edits that need to be made.

- ❖ Your Zone Administrator (ZA)
- ❖ District Administrator, Mrs. Parton
- ❖ District Editor
- ❖ District Governor

By the 7th of every month, your final MEBs must be completed and sent out to everyone on your distribution list. MEBs may not be sent out unless your ZA has approved it. Your ZA has the final say on your MEB, though other individuals, such as the District Editor, will provide feedback as well. You are welcome to send out your MEB earlier than the 7th as long as you have approval. You must CC the following people when you send out your final MEB:

- ❖ Your Zone Administrator
- ❖ District Administrator, Mrs. Parton
- ❖ District Governor
- ❖ District Executive Assistant

Layout and Content

- Your MEB will follow the layout/order of:
 - o A timely opening message and a picture with your happy face ☺
 - o A Table of Contents
 - o A Leadership Blurb or Leadership Lesson
 - o All of the required topics for the month
 - o All of the Committee Blurbs for the month
 - o Include a link to the district website: FloridaKeyClub.org
- The beginning (or top) of your MEB contains “Key Club,” your division number properly formatted (“10A” not “10a”), and a title (“Dayanah’s Diary” or “Hello from Haven”)
- Make the Month and Year clearly visible towards the top of your MEB
- Adhere to Key Club International Graphic Standards/Brand Guide at all times (KeyClub.org/Resources/Key-Club-Brand-Guide/)
- Focus on the positives and be positive—celebrate your division’s accomplishments!
- Pictures are always a plus!
- Mentioning specific clubs and people’s names will promote interactivity and involvement

Additional Tips

- Use spell-check when creating your MEBs
- Keep in mind other people’s schedules when you are sending in your MEBs for review. For instance, your ZA and the District Editor will be reviewing multiple MEBs each month, so try to send yours in as early as possible!
- We are human after all, and extenuating circumstances may appear. In that case, be sure to communicate with your ZA, Mrs. Parton, and/or the District Governor. We are here to help you and your clubs succeed! Do not apologize for a “late” MEB; just send it, but make sure it never happens again.
- Please reach out if you are ever in need of assistance or have any questions regarding MEBs. The District Editor should be knowledgeable and able to assist you with the creation of your MEBs.

Common MEB Errors

- Not adhering to Key Club International Brand Guide/Graphic Standards
- Misuse of apostrophes
 - o MEBs, not MEB's
 - o OIFs, not OIF's
 - o LTGs, not LTG's
- Incorrect formatting of division name
 - o Division and subdivision letter are capitalized
 - Division 26D, not division 26d or Division 26d
- Not defining/spelling out an acronym the first time you used it
 - o Write out acronym, then place acronym in parentheses
 - Spring Zone Rally (SZR)
- Not capitalizing "key" words
 - o Key Club/Key Clubbers
 - o District Governor, District Editor, District Administrator
 - o Pride Reports
 - o Officer Information Form
 - o *The Sunshine Source* (*The Sunshine Source* is always italicized!)
- Not keeping messages/information timely
 - o For instance, if you are recycling your December MEB Template for your January MEB (which is perfectly okay to do!), make sure you remove/update any messages about the holiday season.
 - Change "Happy Holidays" to "Happy New Year"
 - o Writing the incorrect month on deadlines
 - If you are working on your December MEB, do not write "October Pride Reports will be due on November 10th"
- Grammar errors come across as unprofessional. We always want to put our best foot forward. The District Editor or your ZA may catch these errors, but you should always read over your MEB and run it through spell-check and/or Grammarly before you send it out.
- Do not be afraid to experiment! Your MEB is supposed to fun to read and engaging. What works for your division may not work for another division. Be flexible and adapt your MEB to fit your needs and your personality. Good luck; I'll be rooting for you!

MEB Topic List (subject to change)

May—Sent out by May 7th

- Self-Introduction
- International Convention (ICON) promotion
- DCON summation/recap
- New officers/installations
- Updating Officer Information Forms (OIFs)
- Pride Reports deadline
- End of the year service ideas
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, District Administrator (DA), and Zone Administrator (ZA) Contact Information

June—Sent out by June 7th

- Summer service ideas
- Club officer trainings
- Goals for the new school year
- Governor's Project description
- Pride Reports deadline
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

July—Sent out by July 7th

- Summer service ideas
- Updating OIFs
- Pride Reports deadline
- Key Club Kick-off Conference (KCKC) promotion
- Encouraging club officers to meet over the summer
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

August—Sent out by August 7th

- Back to school service ideas
- Updating OIFs
- Pride Reports deadline
- KCKC (summation or promotion)
- Encouraging clubs to reach out to and connect with Kiwanis
- ICON Recap
- Dues!
- Trick-or-Treat for UNICEF & fundraising ideas
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

September—Sent out by September 7th

- Back to school service ideas
- Ideas for club growth
- Updating OIFs
- Pride Reports Deadline
- KCKC (summation or promotion)
- Encouraging clubs to reach out to and connect with Kiwanis
- Dues!
- Trick-or-Treat for UNICEF & fundraising ideas
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

October—Sent out by October 7th

- Service ideas
- Updating OIFs
- Pride Reports Deadline
- KCKC (summation or promotion)
- Key Club Week Promotion
- Dues!
- Trick-or-Treat for UNICEF & fundraising ideas
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

November—Sent out by November 7th

- Service ideas
- Updating OIFs
- Pride Reports Deadline
- KCKC (summation or promotion)
- Key Club Week Promotion
- DCON theme
- Dues!
- Trick-or-Treat for UNICEF & fundraising ideas
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

December—Sent out by December 7th

- Service ideas
- Updating OIFs
- Pride Reports Deadline
- KCKC (summation or promotion)
- How to keep members active as we enter the new year
- DCON theme
- Dues!
- Trick-or-Treat for UNICEF & fundraising ideas
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

January—Sent out by January 7th

- Service ideas
- Updating OIFs
- Pride Reports Deadline
- Club Elections in February
- Spring Zone Rally (SZR) promotion & running for higher office
- DCON promotion
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

February—Sent out by February 7th

- Service ideas
- Updating OIFs
- Pride Reports Deadline
- Club Elections in February
- SZR promotion or summation & running for higher office
- DCON promotion
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

March—Sent out by March 7th

- Farewell Address*
- Service ideas
- Officer elections
- Updating OIFs
- Pride Reports Deadline
- DCON promotion
- ICON promotion
- Dates of Divisional Council Meetings (DCMs)/Divisional Projects
- A description of and link to the latest issue of *The Sunshine Source*
- Executive Committee, DA, and ZA Contact Information

*Many LTGs will chose to send a more throughout and in-depth farewell address at a later time that summarizes their term and the accomplishments of the division.

MailChimp & MEBs

Logging In:

1. Go to login.mailchimp.com
2. Username: flkcdiv##
3. Password: Flkcdiv##!
4. Ask your predecessor if you need the password as it could have changed. Reach out to your ZA or Mrs. Parton for further assistance.

Creating a Campaign:

1. In the upper left corner of the home screen, choose "Campaign"
2. Click the grey button labeled "Create Campaign"
3. Select the option labeled "Email"
4. Name your campaign
5. Select the label that reads "Design Email"
6. Choose a layout for your MEB (any is acceptable)
7. Select and drag options from the right-hand side of the screen into your MEB to implement them. Continue this process for the entirety of your MEB
8. Create a checklist and ensure that all MEB Required Topics and Committee Blurbs are incorporated into your MEB

Revising your MEB:

1. It is your responsibility to always revise your MEB before submitting a draft copy
2. Make sure all topics that are required are in your MEB
3. Double check spelling, reread your entire MEB
4. Create a free account through Grammarly to check for grammar/spelling errors

Sending your MEB:

1. On the campaign editing screen, click the label on top of the screen that reads "Preview and Test"
2. Select "Send a test email" (or click "2")
3. Send the test email to your FLKC District email
4. Forward the email to respective contacts