



CNH | KEY CLUB

NEWSLETTER PRODUCTION


2022-2023

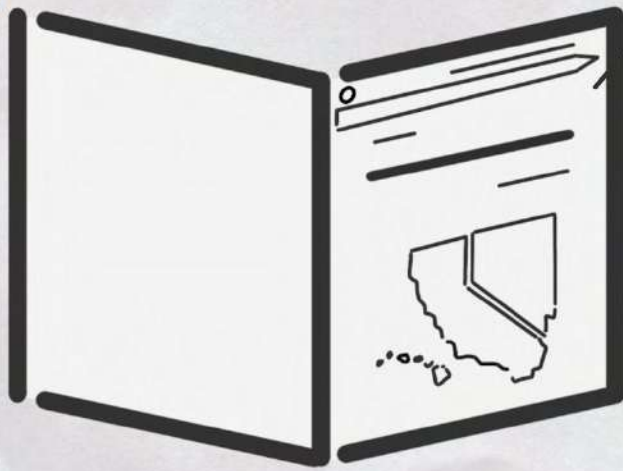


Created by 2022-2023 District News Editor Joanne Do



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What is a **NEWSLETTER?**

A newsletter is an amazing resource for your members to receive all the information regarding club, division, district, and international in a quick and easy manner! From the educational pages to the recaps of past events, there is a wide variety of content that can fit inside a newsletter that targets the members of your division/club!

What to **include** in a...

division **Newsletter ANATOMY**

- Message from DNE
- Message from LTG
- Table of Contents
- Articles and Visuals
- Monthly Recognition
- Division, Region, District, and Int'l Updates
- Calendar
- Educational Content
- Promotion
- CNH Media
- Contacts

club **Newsletter ANATOMY**

- Message from News Editor
- Message from President
- Table of Contents
- Articles and Visuals
- Club, Division, Region, District, and Int'l Updates
- Calendar
- Promotion
- CNH Media
- Contacts

For both division and club newsletters, you may include **more content** than what is listed depending on what your Lt. Governor/President wants and what you think is **best to share** with your members!

BEE-ginner Friendly **PROGRAMS**



Google Slides

- Free
- Easy to use and navigate!



Google Drawings

- Free
- Can only work on one page at a time



Canva

- Free
- Has many cute graphics!



Procreate

- Costs \$10
- Only on mobile devices
- Great for artists!
- Can only work on one page at a time

TIP: If you're a beginner, you should start off with these programs or anything else that you're comfortable with!

Advanced **PROGRAMS**



Photoshop

- Monthly Subscription
- Industry level program with lots of features and abilities
- Difficult to navigate and it's geared more towards photos



InDesign

- Monthly Subscription
- Industry level program with lots of features and abilities
- Difficult to navigate if you're unfamiliar with it and expensive



Publisher

- Monthly Subscription that includes other programs from Office 365
- A user-friendly interface with lots of features

COVER

This is the first part of the newsletter that your audience sees, so make it eye-catching. This is also how your audience remembers your newsletter visually, so make sure it is also visually appealing.

Graphic STANDARDS



CNH Logo Placement

- Center the logo between the top of the pencil and top of the page.

CNH Word Art Placement

- The end of the "B" of the word "CLUB" must align with the beginning of the tip of the pencil.

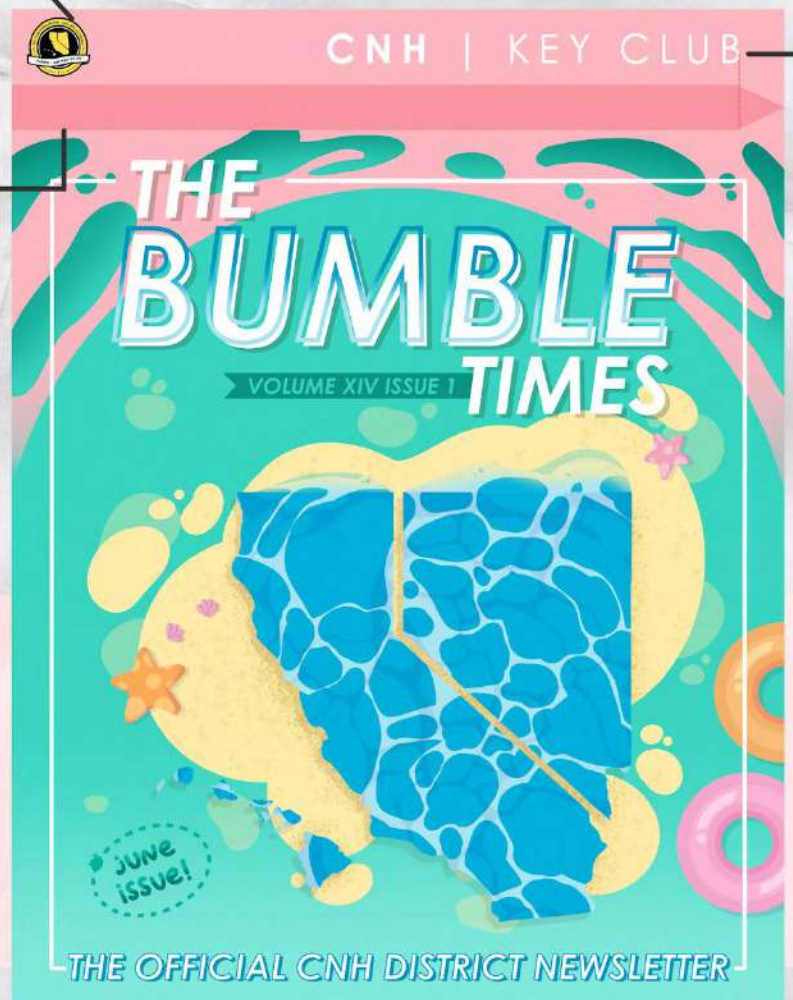
Pencil Placement

- Must be facing right.
- Reaches the end of the page
- Only text can overlay the pencil. (No logos.) The text must only be aligned to the left of the pencil.

For a more in depth guide of CNH's Graphic Standards, please check out the Graphic Standards manual located on the **CNH CyberKey**.

cnhkeyclub.org

Resources > Graphics & Marketing



COVER TIPS



Title

Many Newsletters use **creative titles** like, "The Bumble Times" or "What's the Buzz." If you're in charge of naming your newsletters, I recommend making it relate to your Division/Club's mascot! An example would include "The Villains Scheme" from Division 12 South.

Using Templates

- When you first start your newsletter, you should create a template so that your covers stay **consistent** and are easily **recognized** as your newsletters. (So be sure to make a cover you like!)
- Using a template for the CNH logo, word art, and pencil ensures correct placement. Links to template on the right.
- When creating a cover with **images**, be sure to use high quality images to ensure that the cover won't pixelate too much.

(Click me!)

**CNH Logos
TEMPLATE**

or find the template at
[tinyurl.com/
CnhkcCoverTemplate](https://tinyurl.com/CnhkcCoverTemplate)

EXAMPLES



TABLE OF CONTENTS

Including a table of contents is vital! This allows members to **navigate through your newsletter easily and allows them to find what they're looking for.**

TIPS

- Don't forget to include page numbers throughout your newsletter and make sure they align with your table of contents!
- On the "add links and videos" feature on Issuu, you can add buttons so that the reader is taken to the page listed.

EXAMPLES

TABLE OF CONTENTS

- 3 EDITOR'S MESSAGE
- 4 EXEC'S MESSAGES
- 12 KEY CLUB EVENTS
- 16 KCI PARTNERS & MAJOR EMPHASIS
- 17 COMMITTEE SUBMISSIONS
- 46 ARTICLES & VISUALS
- 52 RECOGNITION
- 56 DISTRICT CALENDAR
- 58 CONTACTS

Special thanks to '21-'22 District News Editor Victor Nguyen for capturing all the pictures at Key Club International Convention!

SCHOOL MATERIALS LIST

TABLE OF CONTENTS

- 4 DNE MESSAGE
- 5 FALL RALLY
- 6 EXEC'S MESSAGES
- 8 KEY CLUB STRUCTURE
- 9 ICON RECAP
- 18 KCI PARTNERS & MAJOR EMPHASIS
- 19 COMMITTEE SUBMISSIONS
- 70 ARTICLES & VISUALS
- 76 RECOGNITION
- 80 DISTRICT CALENDAR
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HAPPY SUMMER, BEES!

Welcome back to the Bumble Times! It's a pleasure having you here reading the **second issue** of this term's District Newsletter. Before I start, I just wanted to thank everyone for the immense amount of support I've gotten for June's Newsletter. It surely is a fascinating and incredible thing that we're able to connect through a bunch of words and bee drawings. <3

If you have nothing to do during this Summer, you should definitely use this time to serve your community and continue participating in your division's events! While serving outdoors, don't forget to wear sunscreen and drink plenty of water. I know that many of you have had your **Officer Training Conference (OTC)** already. To those who missed their OTC, don't worry because there are many other training events and workshops that will come up in the future! BEE sure to check out this month's **Beginner Guide** featuring **Key Club events** and remember to mark your calendars when the date approaches.

To all of the NEW 2022-2023 District Visual Media Team and Technology Team members, **CONGRATULATIONS!** I can't wait to see what you'll do with our DVME Helena and DIE Ashlyn<3 Stay tuned for next month's newsletter to meet these talented members. For now, I hope you enjoy this camping themed July newsletter!

With many **buzzes & bumbles,**
Joanne Do
District News Editor 2022-2023
dne@cnhkeyclub.org

Be as **creative** as you'd like! There are no rules as to how your table of contents should look.

MESSAGES

As the editor, you are required to write a message in your issues **monthly**. You must also get a message from your **President/Lt. Governor** (depending on which level you serve) monthly. Having messages from other officers and DLT members is also an option!

Topic Ideas

- Recap of previous month
- Updates for following month
- Division/club goal updates
- Advertise contests or applications
- Promote big events (Fall Rally, DCON, ICON, etc.)
- Anything that you think is important for your audience to know!

Formatting the Text

You can format it however you'd like, just make sure it's easy to read. Personally, I suggest **justifying your text**. (Basically makes your text fit into a rectangle/square shape. It makes your text look even and clean!)

- Good rule of thumb for word count is around 150-250.

EXAMPLE

- The message is justified and looks very even.



The example message card features a yellow background. At the top left is a circular profile picture of Ahmed Eldeeb next to a cartoon illustration of a green drink with a straw. The text is justified and includes a bio, a platform statement, and contact information.

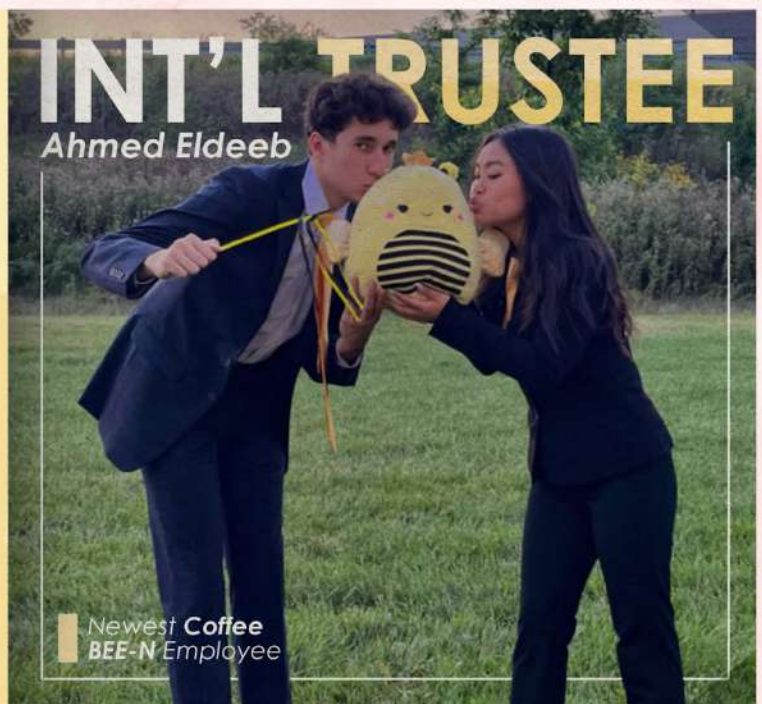
What is the cutest season?... Awwwww. All jokes aside, I hope you are all doing amazing and enjoying the beginning of the school year. My name is **Ahmed Eldeeb**, and I am your International Trustee for this upcoming service year. We are a part of a district called **Cal-New-Sin**, which is composed of the California-Nevada-Hawaii district, New England-Bermuda district, and the Wisconsin-Upper Michigan district. I encourage you all to follow our district Instagram account (@CalNewSin, shameless plug) to stay updated and watch our latoks. Be on the lookout for my trustee office hours and district bonding events!

My platform for my term is called **GREEN**, it stands for growth, retention, equity, education, and necessities. Key Club is a growing tree that has nowhere to go but up, and I plan on helping it do so through my platform **GREEN**. I plan on promoting partners, resources, and dues campaigns. Any healthy tree needs proper sunlight, therefore I plan on spotlighting the true extent of the diversity of our organization. As a trustee, putting in place policies and events that create a positive environment for minorities will **BEE** my priority.

If there is one thing I would like from all of you is to continue persevering through the obstacles life throws at you. It's more than ok to take a break! Your **mental health** and well-being should always be your first priority! I'm extremely proud of each and everyone of you and I can't wait to meet you all!

Approaching a future full of Green.
Ahmed Eldeeb
@ahmed.eldeeb@keyclub.org

- Don't forget to include the name and position of the writer.



EDUCATIONAL CONTENT

Topic Ideas

- Key Club's core values
- Key Club's preferred charities
- Key Club's structure
- The different branches of Kiwanis
- Commonly used acronyms in Key Club
- Responsibilities of specific officer roles
- Tips on running for an officer role/other positions
- Responsibilities of a club advisor
- Types of contests and awards CNH has
- An introduction to CNH's CyberKey
- Key Club 101
- Spotlight on Service Program
- Types of events to attend in Key Club (Fall Rally, DCON, RTC, OTC, ICON, etc.)

TIPS

When choosing which topic to talk about, make sure that the content is **relevant** to when you release your newsletter. Also make sure that the topic is **important** for your **audience** to know.

Look for information to share to your members from CNH's **CyberKey!**

(Click me!)



or find CNH's CyberKey at cnhkeyclub.org

EXAMPLES

bee-ginner guides
KEY CLUB STRUCTURE

Members are at the top because they are the **foundation** of Key Club!

MEMBERS

A club is made of **MEMBERS**.

CLUB

A division is made of several **CLUBS** in the same area.

DIVISION

A district is made of **DIVISIONS** within its respective states/nation.

DISTRICT

Key Club International is made of its **33 DISTRICTS**.

INTERNATIONAL

CNH CYBERKEY (CNH's website)

KCI WEBSITE

• **Add dates** and **bold** them to make it easier to find.

• **Add links** so that members can find information easily! (Readers can click on links on both Issuu and PDF.)

bee-ginner guide
YOUTH OPPORTUNITY FUND

What is it?
The Youth Opportunities Fund (YOF) is a fund for Key Club International held within the Kiwanis Children's Fund.
This fund uses earned interest to support Key Clubs and Key Club members serve the world by providing grants for service. Any club or member can apply, and there is only ONE funding cycle per year. The fund also provides academic scholarships for higher education.

How to apply
To access the application, look on the CNH Cyberkey under Projects > Youth Opportunities Fund.
The YOF grant is due on **October 15th of each year at 11:59PM EST**, be sure to submit the application through the online application system on the Key Club International website.

Things to keep in mind
• Application must have all signatures, or it will be rejected.
• The grant is for club projects, NOT division events; events for DCIMs do not qualify for the grant.

Resources
Application: www.keyclub.org/youth-opportunities-fund/
Contact District Treasurer Marcus if you have any questions, comments or concerns!

CALENDAR

Including a calendar is completely **optional**, but is **highly recommended**. It is a helpful tool for both members and officers to look at all the **events/deadlines** in the upcoming month in one place.

Articles & VISUALS

Why Include Them?

Including articles and visuals is an amazing way to recognize members! It also **serves as the documentation of activities and events that your club has attended.**

How to Format A&V

You can format your articles and visuals section however you like. Just make sure to include the **event name, pictures of the event, and credit to the writer.** Be sure to have their name and home club.

EXAMPLE

COLOR A SMILE

Jennifer Le | Division 21, Scripps Ranch High School



The Color a Smile service project was the first in-person service event that all of Scripps Ranch High School board members attended, and we colored 12 sheets in total for kids. The event was held at Mira Mesa High School, a neighboring school of ours. We colored using colored pencils and markers, and even did some shading to make the drawings more visually appealing. Some of the drawings were of adorable dogs, flowers, and bunnies. Overall, this event was very relaxing and a great way for us to bond and make memories with each other as the 22-23 term continues.



AWESOME 80s RUN

Isiah Sangkary | Division 13 North, Bellflower High School

Awesome 80s Run is one of our biggest service events over the summer for Division 13 North. The event took place in Long Beach, California and we had the chance to volunteer during a marathon run! This service event is one of our longest events, lasting a total of 5 and a half hours. Beginning at 6am, we split up into different stations for the event. One station helped sign runners up, giving bibs and safety pins. My group was tasked with restocking trash bins with new bags to ensure no litter. We then supplied runners with energy drinks to make sure they were pumped for the marathon. Once the run started, groups far from the starting were stationed to distribute water to runners, making sure they stayed hydrated. By the end, all of us were lining up together, cheering the runners on. Pain is only temporary! As the event came to a close, we helped tear down. This included throwing away all trash and helping sponsors of the event move their equipment. Awesome 80s Run was an amazing experience and I highly recommend participating in longer events such as this one to all newcomers getting into Key Club!

MORE COLOR A SMILE FROM D38E DCM



Qingsin Xia | Division 38 East, University Preparatory

The June DCM started on a sunny morning on one of the stone benches at Sunset Ridge Park. Thanks to one of the members, we were able to sit in the shade while everyone worked on a service project. The members brought different colored snacks to share at the rainbow picnic. Using markers and crayons, we colored pages from Color A Smile, a nonprofit organization that sends drawings to senior citizens and many others to give them a smile. It was pleasant making small talk with the other members who attended.



- Event name, writer's name and home club

- I recommend having one main photo for each article

RECOGNITION

Every month, divisions submit their **member, officer, club, faculty advisor, and Kiwanis advisor of the month** for division recognition. Implement this in your own newsletter to further recognize members and advisors for their dedication and hard work. Include **any other recognition system** your division/club has. Contact your club officers or Lt. Governor to see who earns the awards.

CONTACTS PAGE

division

NEWSLETTER

- Email of Lt. Governor
- Emails of Division Leadership Team members
- Emails of Club Presidents

Do **NOT** include phone numbers. For emails, please include emails that were made for Key Club. If the officer does not have one, please **be cautious** when putting in their personal email. **We do not want to put our members at risk of any threat.**

club

NEWSLETTER

- Emails of club's officer board
- Email of advisors

CNH MEDIA

Division Newsletters are **REQUIRED** to include the following CNH Media: **CNH Issuu, CNH YouTube, and CNH CyberKey**. Club Newsletters are highly recommended to include them too!



issuu.com/
cnhkc



"CNH Key
Club"



cnhkeyclub
.org

OVERALL LOOKS

If creating your newsletters is a creative outlet for you, go ahead and go **ALL OUT!** Be as creative as you'd like and have fun with it.

TIPS ✖

- Keep to a maximum of 3-4 different fonts. I suggest one for titles, one for sub-headings, and one for body text.
- Have a theme to your newsletter!
- Create a **color scheme** that follows your theme
- Always follow **graphic standards**

Color Theory



Analogous Monochromatic Complementary

Use color theory to make color schemes!

Commonly Used Fonts in CNH

Taken by Vultures

Hello Stranger
Hello Stranger

Taken by Vultures

Shorelines Script

shorelines

Official Key Club Fonts

Myriad Pro

Primary sans serif font

Century Gothic

Alternate sans serif font

Garamond Premier Pro

Primary serif font

Verdana

Alternate sans serif font

Abril Display
Italic

Optional display font

Goudy Oldstyle

Alternate serif font

More information can be found on **Key Club International's Branding Guide**.

You may use these and other display fonts, but **do not overuse it**. Most of your spread's/page's text should be in an **official Key Club font**.

BEE INSPIRED

At some point in the term, you might reach a creative block, and that is okay! It is perfectly normal to not have inspiration. When that happens, you can look at other resources to take inspiration from, but **DO NOT PLAGIARIZE**. I recommend utilizing Google, Pinterest, and other Key Club newsletters on Issuu to find inspiration!

Keywords to search up

- Layout Design
- Spread Layout
- Graphic Design Spreads
- Graphic Design Resume
- Zine Spread
- Yearbook Spread

SUBMISSION PROCESS

This only applies to **Division News Editors**. If you're a club editor, you are not required to submit your newsletter anywhere.

- Submit them to: tinyurl.com/cnhnewsletters2223
- File Name:
 - D##_DNEWS_MonthDigits_2223.pdf
 - Example: D99N_DNEWS_01_2223.pdf
 - The newsletter submissions are **REACTIVE**. You or your DNE will be sending in your division's newsletter that was released in the beginning of the month.
 - Example: for the August 20th deadline, your division's **COMPLETED** newsletter should be submitted.
 - Do not forget to **compress your file!**
 - This helps your newsletter load quicker.

MEMBER PAGES

To make your newsletter more **personalized** towards your club/division, I highly recommend dedicating pages for members! It makes your newsletters more exciting and is a **fun way to recognize members**.

EXAMPLES

- Speaker Spotlight: Gives a place where members/people who don't write monthly messages to write one.
- Monthly Surveys: You can interact with members by asking them fun questions and publishing their answers!

FINAL REMARKS

Thank you for taking your time to read the Newsletter Production manual! I hope you were able to take away some new information. Remember that **you are not limited to all the components listed here for your newsletters**. Also, be sure to contact your President/Lt. Governor to ensure that you have all the information they want you to put on the newsletter.

My biggest tip when creating newsletters is to **have fun!** This is your newsletter and **there are no rules** as to how it should look, that's up to you. If you have any questions, comments, or concerns, please do not hesitate to contact me through email at dne@cnhkeyclub.org.

THANK YOU!

have fun making newsletters!



ACKNOWLEDGMENTS

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this manual over the years.

HANAH SHIH

District News Editor 2019-2020

JOANNE DO

District News Editor 2022-2023

**HAPPY
EDITING!**

