



CKI[®]
Circle K
International

Fall Training 2015

Editor



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Club Editor

➤ Duties:

- Develop a monthly bulletin or newsletter to inform your club members of club activities, deadlines, important dates, and board actions.
- Complete and submit the editor monthly report form by the 5th of every month; including the summer months.
- Uphold CKI branding standards on all Circle K club materials.
- Complete other editor tasks as the club president sees fit.
- Depending on club, may also run club's website and/or social media.

➤ Resources:

- **MailChimp**
MailChimp serves as an online resource where users are able to create, send, and track email newsletters.
Pros: Easy to use, modern templates, and newsletters appear directly in the body of the email.
Cons: The user cannot download the newsletter for free
- **Microsoft Word**
Word has ready-made templates built in the software. With this feature, users are able to select a variety of fonts and colors; it's easy way to use CKI branding!
- **Microsoft Publisher**
Publisher, similar to Microsoft Word, has built in templates. Moreover, the user is able to create their own template by used text boxes and graphics. If you are innately creative you will love this program!
- **Circle K Brand Guide**
Branding is what makes CKI looks like CKI. This guide was established as a guideline for all CKI materials. We strongly encourage the formatting of all documents be the Circle K International way. The guide can be found on the CKI website at www.circlek.org/brandguide

The Bulletin/Newsletter

It is the editor's responsibility to develop a monthly bulletin or newsletter to inform your club members of club activities, deadlines, important dates, and board actions. A good newsletter will motivate members who have not been attending club meetings to participate in club projects. You may want to liven up the bulletin by including special interest articles, such as CKI education spotlight, career development topics, and activities of other student organizations on campus.

When designing the newsletter, be creative, but keep it simple. Use the CKI branding guide to ensure consistent design. Developing newsletters can be very time consuming; the most important component of writing a newsletter is informing the members about club activities.

Fancy or simple, the purpose of the club bulletin is to briefly remind members of the club's activities. The following topics should always be addressed in the club bulletin:

- Programs to be presented during meetings for upcoming month.
- Service projects, social activities, and Kiwanis-family activities for upcoming month.
- Deadlines for the submission of Committee Progress Report Forms.
- Deadlines for project sign-ups.
- Important dates (club, college or university, and sponsoring Kiwanis club).
- District, division, and International events.
- Accomplishments of the club and members in the past month.
- Actions taken by board.
- Names of new members.

Circle K International Brand Guide

The CKI brand guide is what makes CKI look like CKI. This guide is a go-to not only for editors but all members creating CKI materials. The CKI brand guide was designed to help you build your club's brand while you're putting your creativity in action. Inside the brand guide, you'll find information about the official CKI logos, fonts, colors, graphics and more as well as downloadable image files. Below are 6 of the 8 features of the guide. The full guide can be found on the CKI website at www.circlek.org/brandguide

 <p>Watermark</p>	 <p>Seal</p>
<p>American Typewriter</p> <p>Century Gothic</p> <p>Garamond</p> <p>Typefonts</p>	 <p>Colors</p>
 <p>Tagline Graphics</p>	 <p>Stripes and Textures</p>

Editor Monthly Report Form

The purpose of the editor monthly report form (MRF) is to keep track of all the newsletters for each Circle K club in the Pennsylvania District. It is a chance for the editor to show off the unique qualities of their home club and puts you one step closer to becoming a distinguished editor. The MRF is quite simple; it is asking the editor to add a blurb about their Circle K'ers along with a picture. Each MRF is due the 5th of every month, including the summer months. If your group is not active during the summer, it is still important to turn in MRFs.



Pennsylvania District
of Circle K International
Club Editor Monthly Report Form
2015-2016 Service Year

Your report should be sent to:

- > District Editor (editor@pacirclek.org)
- > District Governor (governor@pacirclek.org)
- > District Administrator (administrator@pacirclek.org)
- > Lt. Governor ([division]@pacirclek.org)
- > Your Club President
- > Your Faculty & Kiwanis Advisor

Your Name	
College/University	
Lt. Governor	
Report Month	
Date Submitted	

Project Highlight
Please attach a picture of your Circle K'ers and write a paragraph about a project from this month.
Are there any projects you would like to invite the District to?
If there is a project you would like to invite other PA clubs to, please give details below.
Suggestion and/or Questions?

This form and a newsletter is due on the 5th of every month (including summer months).

Sample Newsletter



September 13, 2014



CIRCLE K TODAY

Fall Training West
Fall Training East
InterPACK
Fall Rally
District Convention

District Service Project-
Lets Smile: Support
Mental Well- Being In Life
Everyday



Circle K District Board Attends Kiwanis Convention

Kiwanis International is a global organization of volunteers dedicated to changing the world one child and one community at a time.

The Pennsylvania District of Kiwanis International consists of the Kiwanis Clubs and Kiwanis Family Clubs in the Commonwealth of Pennsylvania. There are 205 Kiwanis Clubs with 6,000 members. With the service clubs we sponsor in school and communities across Pennsylvania; the Kiwanis family of clubs in Pennsylvania consist of over 21,000 individuals committed to improving their communities and the lives of Children.



The Krier

The Krier serves as the Pennsylvania District publication/newsletter. It includes information on district events, club updates, and educational pieces. To let the district know what your club has been up to, you may fill out the following form and send it to the district editor by the 15th of the month.



The Krier Submission Form

Please submit this form to the District Editor (editor@pacirclek.org) by the 10th of the month, the earlier the better, for inclusion in *The Krier*. You may be contacted for more details or length adjustment, and the District Editor will revise any articles for grammatical/syntax errors.

Type of Submission Is it a project highlight, Kiwanis Family Relation highlight, Interclub highlight, invitation to an interclub, or other? If it is other, please describe.
Picture and Blurb Please write your article and include a photo below (if applicable). Try to keep the written portion down to around a paragraph or two.
Questions or Suggestions?

Club Newsletter Sharing

By popular request, a link has been added to the district website pacirclek.org under the Resources tab which allows you to see newsletters submitted by club editors that month. This link is labeled Club Newsletters located at the bottom of the Club Resources page. While you are on the website, be sure to explore and check out any news on the home page to keep your club up to date on district happenings.

Honored Editor Criteria

To qualify for the Honored Editor award, complete the following:

- Attend at least 1 training (Fall Officer Training and/or Spring Officer Training)
- Complete a minimum of 15 service hours
- Attend InterPACK and/or District Convention
- A minimum of 1 interclub AND 1 KFR (Kiwaniis Family Relations event)
- Promotion of the District Service Project (volunteering/ fundraising/ awareness)
- Submit 60% MRFS on time
- Submit 60% of newsletters

Distinguished Editor Criteria

To qualify for the Distinguished Editor award, complete the following:

- Fulfill all Honored criteria
- Attend InterPACK AND District Convention
- Attend minimum 3 interclubs AND 3 KFRs
- Complete minimum of 30 service hours
- Submit 75% MRFs on time
- Submit 75% of newsletters
- Manage club website and/or social media