

Pacific Northwest District 2017-2018 Kiwanis Club Brochure Judging and Guidelines

The purpose of the club brochure contest is to encourage and stimulate the production of effective club brochures for public relations, marketing and member recruitment. There is a “point” system your brochure will be judged by, and a maximum of 80 points. Make sure your brochure is mailed.

1) ***Appearance*** - 25 points

Your masthead should include the name, city, and state or province of your club. You want it to be distinctive and identifiable as **YOUR** brochure, but not too busy. The content should be positive rather than negative, and have an easy-to-read layout. The current Kiwanis' logos should appear somewhere on the front of your brochure.

2) ***Data Requirements*** - 25 points

- a. You should include the mailing address of your club
- b. A contact number or web address
- c. The date, time, and location of your club's meetings
- d. Annual club events and/or projects
- e. Information in narrative form about the club: who can join, who the club serves, and information about the club's sponsored youth organizations

3) ***Graphics and Printing Quality*** – 10 points

Include quality photos of children, adults, and teens to show diversity of service to the community served by your club. The typeface should be easy to read, and you should not use more than 3 different fonts. I suggest the use of quality clip art and a high quality paper.

4) ***Response Mechanism*** – 20 points

- a. Your brochure should include a tear-off panel or insert that can be mailed back to the club or a club member.
- b. Include the club's mailing address, phone number, and web site address
- c. A place for the responder to write his/her name and the contact information
- d. A check-off list for the responder to indicate areas of interest on the tear-off panel or insert.

Deadline for submission is September 30, 2017

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