

**Pacific Northwest District
2009 - 2010 Kiwanis Club Brochure
Judging Criteria 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. These Criteria are based on the checklist from Kiwanis International for evaluating Club Brochures. The club brochure judged best in the District will be sent to International for judging

1. Appearance (25 points possible).

Your masthead should include the name, city, and state or province of your club (5 points). You want it to be distinctive and identifiable as YOUR brochure, but not too busy. The content should be positive rather than negative (5 points), and have an easy-to-read layout (5 points).

The current Kiwanis' logos should appear somewhere on your brochure (5 points for one logo and 10 points for two or more different Kiwanis' logos). Note: Kiwanis International awards points for using official Kiwanis' colors: gold PMS 872 and blue PMS 295.

2. Data Requirements (25 points possible).

You should include the mailing address of your club, a contact number or web address (5 points), the date, time, and location of your club's meetings (5 points, annual club events and/or projects (5 points), information in narrative form about the club: who can join, who the club serves (5 points), and information about the club's sponsored youth organizations (5 points).

3. Graphics and Printing Quality (50 points possible).

Quality photos of children (5 points), adults (5 points), and teens (5 points) to show diverse volunteers serving your community, and being served by your club. The typeface should be easy to read, and you should not use more than 3 different fonts (5 points). You will want to use a high quality paper (5 points) and quality clip art (5 points).

Points will be given as follows for using color: 5 points for using one ink color, 10 points for using two ink colors (black counts as one color), 15 points for using three colors and 20 points for a four-color process ("CMYK") or more.

4. Brochure Distribution (25 maximum points possible, receive 1 point for every percentage point).

Club Name: _____

A. What is the population of your community?

B. How many brochures were printed and distributed?

C. Divide line "B." amount by line "A." amount to get the percentage:

Explain how you distributed brochures (Chamber mixers, direct mail, countertop displays, etc.):

5. Response Mechanism (25 points possible)

Your brochure should include a tear-off panel that can be mailed back to the club or a club member (5 points). Include the club's mailing address, phone number, and web site address, a place for the responder to write his/her name and the contact information (5 points), a check-off list for the responder to indicate areas of interest (10 points) on the tear-off panel. You will also receive 5 points for using graphics and colors on the tear-off panel consistent with the rest of the brochure.

Deadline for submission is June 11, 2010.

Note: Brochures cannot be submitted electronically, and must be accompanied by this form

Submit three (3) copies of your club brochure for judging and the referenced above form to:

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