

PNW KEY CLUB

E:EDITOR@PNWKEYCLUB.ORG

# BULLETIN EDITOR

+ WEBMASTER

TRAINING WORKSHOP

PSSTT KEY CONTENT SO PAY CLOSE ATTENTION!

# Meet District Editor Luke!

- Big fan of the thrift & denim
- Coffee, Chocolate, Coffee Crisp enjoyer
- Playlist Fiend
- Prefer playing drums in Fortnite Festival
- Well Hydrated - Seltzer Water is a win
- I have a dog - Her name is Dru
- I'm tall (you have hopefully realized this)
  - 6'6" btw (so you don't need to ask)
- Very good at party games (Not crazy good but I'd say I'm above average)



# Meet Webmaster + LTG Evelyn!

- ▶ left-hander
- ▶ dehydrated
- ▶ i do track
- ▶ i like bananas
- ▶ i had a fish that ate another fish
- ▶ i have a fish that i'm not emotionally attached with at all
- ▶ i dislocated both of my arms (possibly shoulder who knows) at diff times when i was tiny





# WHAT IS A BULLETIN EDITOR?





**The club editor is responsible for keeping the membership informed about important activities, opportunities and deadlines at the club, district and international level.**

The “bulletin” may be a printed piece or electronic update.

***KEY CLUB INTERNATIONAL DEFINITION***



# EDITOR



PROMOTER



PHOTOGRAPHER



EDITOR

PROMOTE

PROMOTE

PROMOTE

## AS THE EDITOR, YOU ALSO ACT AS YOUR CLUB'S PUBLIC RELATIONS AMBASSADOR

*Good public relations strategies can help your club recruit new members, improve your school and community image and keep members engaged.*  
(public relations matters inside and outside your school).

When publicizing your club and/or events within the school:

- Be creative, so you make sure your message isn't lost;

Always include your contact information when sending out any information or press release. And follow up! In fact, don't be afraid to ask questions regarding the process for getting coverage. Your first attempts may not earn much, but they may be the first step to relationships with journalists or community members who turn into your club's allies.





+



e

x

# PHOTOGRAPH

e



x



# PHOTOGRAPH YOUR MOMENTS

## LOCAL MEDIA

- Always keep a **camera (or phone) handy**
  - Use what you have! You **do not** need a fancy camera!
  - Ask a officer/friend to take photos when you're absent
  
- **Always take a group photo**
  - Be inclusive!
  - Don't sacrifice volunteering



# PLAN AHEAD

# KEEP THE BACKGROUND SIMPLE

# THINK ABOUT YOUR LIGHTING

# CAPTURE FACES

IMAGE RESOLUTION			
Print resolution specs for a horizontal image printed at 6"x4"			
Specs	Low Resolution	Medium Resolution	High Resolution
Pixels	900x600	1800x1200	3600x2400
Resolution	150 ppi	300 ppi	600 ppi
File Size	1.5MB or less	5MB or more	20MB or more
Screen resolution specs for a horizontal image displayed at 6"x4"			
Specs	Low Resolution	Medium Resolution	High Resolution
Pixels	300x200	900x600	1800x1200
Resolution	50 ppi	150 ppi	300 ppi
File Size	175k or less	1.5MB or less	5MB or more



# EDIT |

change, recolor, reformat





The editor is responsible for the creation of all kinds of material meant to share your club's good work. But the first step is to make sure you have a good understanding of how to write and what to write. Here are some tips:

- Make it concise - but complete
- Make it informative
- Make it relevant
- Make it accurate
- Make it visually appealing
- Make it engaging
- Make it reflect your club



# PLATFORMS TO KEYNECT WITH MEMBERS ON!



# PICKING PROGRAMS

	FREE	NOT FREE :(
<b>SOCIAL MEDIA</b>	Instagram, Facebook, TikTok	
<b>GRAPHICS</b>	Gravit Designer, Canva, Adobe Draw, Google Drawings, Google Slides, Adobe Spark Post	Illustrator, Photoshop
<b>PUBLICATIONS</b>	Google Docs, Google Slides, Canva, Issuu	InDesign
<b>PHOTOGRAPHS</b>	Phone	Camera
<b>VIDEOS</b>	iMovie, Kapwing, Davinci Resolve	Premiere Pro, After Effects
<b>WEBSITE</b>	Wix, SquareSpace, Weebly, Google Sites	
<b>OTHER TECH</b>	Linktree, Bitly, TinyURL	

## Key Club font families

<p>Myriad Pro</p> <p>Primary sans serif font</p>	<p>Century Gothic</p> <p>Alternate sans serif font</p>	<p>Verdana</p> <p>Alternate sans serif font</p>
<p>Garamond Premier Pro</p> <p>Primary serif font</p>	<p>Goudy Oldstyle</p> <p>Alternate serif font</p>	<p><i>Abril Display Italic</i></p> <p>Optional display font</p>

In publications and presentations, an optional display font can be used for text such as pull quotes and title slides. Remember, display fonts work best when they're not overused. (Rule of thumb: no more than about 10% of the entire copy.) An optional display font, Abril Display Italic, is shown in the Key Club Brand Guide. However, using a display font that's not in the brand guide will not result in point deduction for anyone applying for a distinguished officer award.

## MY PERSONAL FONTS:

Century Gothic

Myriad Pro

Verdana

Aesthetik



# THE LOGO – WHY?

These are a few of the logos:

## **Please respect them.**

- Don't cover them.
- Don't crowd them.
- Don't destroy their proportions.
- Don't combine logos.

The logos represent Key Club's identity.

## **Don't do weird things to them.**



START CREATING

The image features the words "START CREATING" in a highly stylized, collage-like font. Each letter is cut out from a different piece of paper with various colors and textures. The letters are arranged in a slightly wavy line across the center of the frame. The background is solid black, framed by white, torn paper edges at the top and bottom, creating a layered, artistic effect. The letters are: 'S' (red and black), 'T' (pink), 'A' (white on black), 'R' (red), 'T' (white on black), 'C' (pink), 'R' (red), 'E' (yellow), 'A' (green), 'T' (yellow), 'I' (red), 'N' (blue), and 'G' (purple).



# PRINT MEDIUMS

## FLYERS + GRAPHICS

- Good for:
  - Meeting **reminders**
  - **Promoting fundraisers** and other **community events**
  - **Recapping** events, meetings, DCMs, District Events
- You can also distribute these **digitally!**



# DIGITAL MEDIUMS

## Social Media

- **Instagram**
  - Posting **photos**, videos, flyers, etc.
  - Event **reminder stories** + promotional **graphics**
  - Group photos, group photos, group photos!
  - Always post after an event
  - Connect with other Key Clubs



# DIGITAL MEDIUMS

Social Media

WRITING YOUR EMAIL

- Be **professional**
- No weird slang
- Concise and informative
- **Proofread** and spellcheck
- Make sure attachments are attached
- **9-9 Rule**

# DIGITAL MEDIUMS

## CLOSING YOUR EMAIL

(SIGNATURE)

**NAME**

**POSITION**

**ORGANIZATION**

**PHONE NUMBER (opt)**

**EMAIL**

Luke Wentzien

District Editor

Pacific Northwest District Key Club

(XXX)-XXX-XXXX

editor@pnwkeyclub.org

# DIGITAL MEDIUMS

## CLOSING YOUR EMAIL

DO  
DON'T

In Care and Service,

**Luke Wentzien**

District Editor

Pacific Northwest Key Club

[editor@pnwkeyclub.org](mailto:editor@pnwkeyclub.org)

Hugs and Kisses <3<3,

**LUKE WeNTzIEN**

mr. editor

pnw Key CluB!!!!

[editor@pnwkeyclub.org](mailto:editor@pnwkeyclub.org)

**WEBMASTER**



# OVERVIEW

- **CREATE** a club website
- **MAINTAIN** up-to-date info on website
- **SHARE** your club's activities
- **HELP** recruit members through online outlets
- **ENGAGE** with members online

**IMPORTANT NOTE:** Work closely with the editor to ensure the club's message and activities are recognized and promoted to a diverse audience.

# WEBMASTER - BENEFITS

## WHY IS HAVING A WEBSITE IMPORTANT?

- A great resource for members
  - Updates, upcoming events, meeting reminders, contact information, etc.
- Informs the community about a club's service
  - Activities, volunteering events, and service projects

## WHAT MAKES AN EFFECTIVE WEBSITE?

- Clear description of your club
- Meeting agendas / reminders
- Event updates
- Newsletters
- Contact information
- Call to action ("Join Key Club!")



# WEBMASTER - STARTING A WEBSITE

## Platform

- Wix
- Weebly
- Google Sites
- Squarespace
- WordPress



WORDPRESS

WIX

weebly

## Content

- Club News
- Calendar and sign-up links
- Club updates and Powerpoints
- Resources and Contacts
- Social media links
- Information about Key Club and your Kiwanis sponsor
- Fundraisers, events, and meeting dates

# WEBMASTER - MANAGEMENT

- Adding to the Calendar / Events Page
- Replacing outdated information
- This takes time and practice! Every site has its own tools for editing and a learning curve
- Ensure that your website has an engaging and user-friendly design
- What tools will make members want to use your website? What will be the most useful to them?
  - Service hour tracker or submission sheet
  - Easy access to relevant forms and applications
  - Promotion of upcoming events

# WEBMASTER - THINGS TO CONSIDER

- Do I have enough time to edit the website?
- Do I have enough information to justify using the website?
- Can you be creative enough to add more components to the website?
- Is the time spent creating and maintaining the website (input) commensurate with what the club gets out of it (output)?
- Consider creating an upload schedule to keep track of which website components need to be updated on a regular schedule
  - For example, for PowerPoints, the date for your next meeting, and event sign-ups will probably have to be updated after each club meeting

# MAINTAINING A WEBSITE

## CREATE A SCHEDULE

- Set aside time to work on the website. Communicate with other officers if something needs to be published.

## STAY ORGANIZED

Utilize tabs and hyperlinks to keep your website organized. Delete outdated information and unnecessary features.

## SET PRIORITIES

- Always think about what needs to be completed first. Setting priorities helps you avoid becoming overwhelmed if you have multiple tasks to accomplish.

# Questions?

## **Luke Wentzien**

2023-2024 District Editor

luke.wentzien@gmail.com

IG - @luke.wentzien

## **Evelyn Chen**

2023-2024 District

Webmaster (LTG of D65)

evelynchen555@gmail.com

IG - @itsevelync



# Keyutie Konnections!





**QUESTION #1:**

**Where is the first place  
you would go during  
a Zombie  
Apocalypse?**


QUESTION #2:

What is a major red  
flag  ?

**QUESTION #3:**

**What are you craving  
right now?**

QUESTION #4:

What is your favorite  
emoji ?

**QUESTION #5:**

**Are you a coffee or  
tea person?**

**QUESTION #6:**

**What Hogwarts House  
are you?**

**QUESTION #7:**

**Are you an early bird  
or a night owl?**

**QUESTION #8:**

**Weirdest hobby??**



**QUESTION #9:**

**Explain your most  
recent photo on your  
phone!**

**THANK YOU!**