

Your club bulletin is a vital link between your club and its members. As Bulletin Editor, it's up to you to keep members informed about all activities occurring in the club. Your club relies on the bulletin to announce club meetings, speakers and projects. The club bulletin can motivate, too. It recognizes individual members and makes them feel important. It projects the spirit and excitement of the club. As bulletin editor, you have a tremendous opportunity to contribute to your club. The tips in this guide will help you produce a bulletin that will strengthen your entire club.





Your Club Bulletin... The Vital Link

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Why a Club Bulletin?

First and foremost, the bulletin is your club's **meeting notice**. It announces to members the time, date, location and program for the next meeting. It reminds them to mark their calendars for the meeting and encourages them to attend.

Your bulletin should be published as often as your club meets. If your club meets weekly, your bulletin should be published weekly. It should come out at least four days before the meeting.

Bulletins should be mailed. If bulletins are distributed at club meetings, you will limit your audience to only those who attend meetings.

The club bulletin also serves other important purposes:

- **Project news** — It keeps members informed about committee and project activity.
- **Recognition** — By mentioning members by name in the bulletin, you make them feel a valued part of the club.
- **Club news** — The bulletin is the official vehicle for disseminating information about officer elections, board decisions, etc.



Setting Up Your Bulletin

There are several basic elements that each issue of your bulletin should include. They will not change from issue to issue. These include:

- Name of your bulletin
- Name of your Optimist Club
- Optimist International logo
- Meeting time and location
- Names and telephone numbers of your club officers and bulletin editor.

These items are essential to identifying your bulletin and your club.

There are a number of other items you can also include in each bulletin issue to increase its impact. These include: names and telephone numbers of all committee chairs, names of the zone lieutenant governor and district governor and The Optimist Creed. Some clubs also include in each issue a complete roster of members, a listing of all past club presidents and various other items.

Many clubs will pre-print a year's supply of bulletin letterhead with all this information.

News to Include

Each issue of your bulletin should include information about the next club meeting. This is the single most important item in your bulletin and should be given priority treatment.

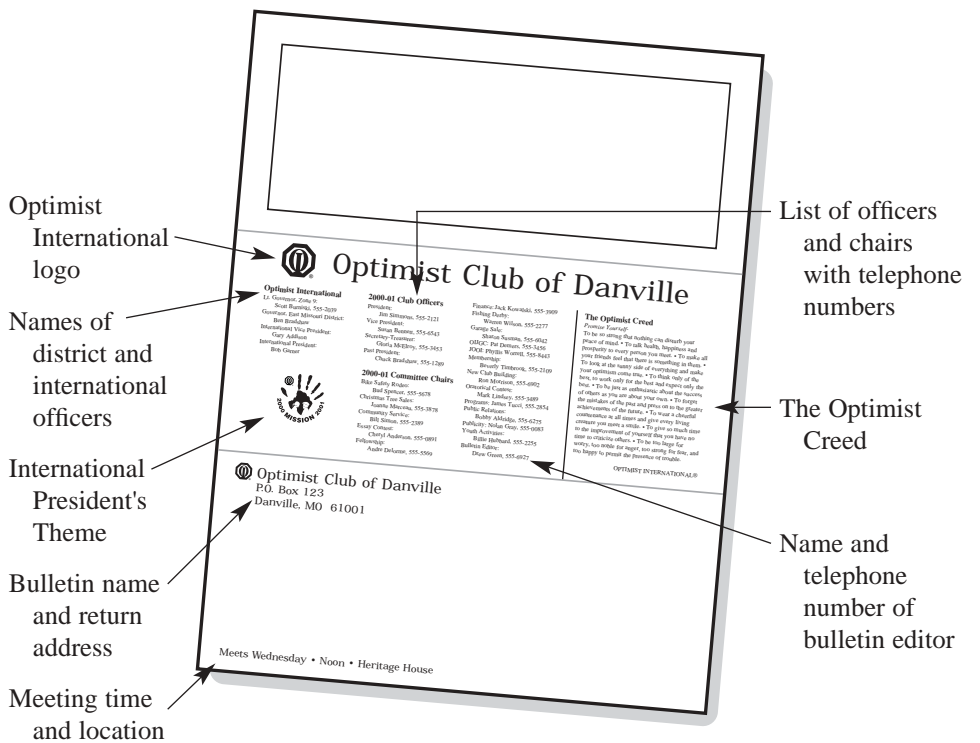
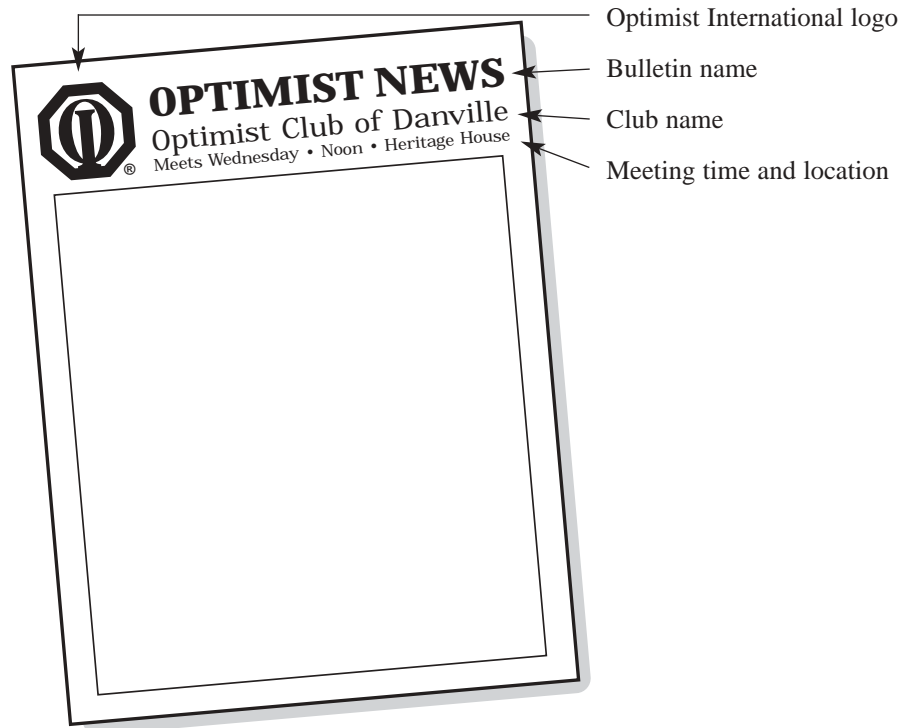
You should provide the time, date and location of the meeting, as well as information about speakers, special guests and any special events which will be occurring.

Here are some other items your bulletin should include:

- **Recap of the last meeting** — Describe the program, list the names of members and guests attending, and report announcements from the president and committee chairs.
- **Upcoming projects** — Each week you should give a list of future club projects. Help your committee chairs by announcing needs for volunteers and by encouraging members to participate.
- **New members** — Welcome new members into your club with an announcement in the club bulletin.
- **Board news** — Report on actions from your club board of directors meetings (which you should attend).
- **District and international news** — Include dates and locations of zone and district meetings and the international president's visit. Encourage members to attend.
- **Personal news** — Share with your members news about births, weddings, honors, awards, hospitalizations, job promotions, etc.
- **Humor** — Use jokes and quotations to add color to your bulletin.

With all of these subjects to cover, you'll be amazed at how fast your bulletin fills up with news!

Basic Elements in a Club Bulletin





Choosing a Format

Once you've determined the basic elements to include in your bulletin, you can choose a format.

The most popular format is an 8-1/2 x 11 or 8-1/2 x 14 sheet printed on two sides. An address panel is included so the bulletin can be mailed without an envelope.

A wide range of other formats also are used by Optimist Clubs. Many Québec clubs print their bulletins as multi-page booklets, with a standard outside cover sheet printed in color and several pages of news copy inside.



Layout — Making It Look Good

A good bulletin is clean, attractive and easy to read. Lines and type should be sharp and clear. News items should be typed and spaced in an easily readable manner.

Keep in mind the following when typing and laying out your bulletin:

- Make a clean original. Use a computer printer that makes clean, black type. Remember, your finished product can be no better than your original.
- Use good layout judgment. Don't try to cram too much into a page. Allow space between news items. Use underlines, asterisks and other decoration to highlight headlines and special items. Follow a consistent pattern in layout — develop a style and stick to it. Artwork can add color and interest to your bulletin. A publicity logo sheet containing logos of Optimist International and its various programs is available from the Communications Department at the International Office.



Printing — The Finishing Touch

Good printing is essential to obtaining a clear, sharp appearance in your finished product.

Offset printing through a commercial print shop is your best choice. You want all ink to be dark and clear. The product should be free of spots and smears. Printing and folds should be straight.

Choose a paper that is heavy enough to carry two-sided printing without copy showing through to the reverse side. Blue, ivory, gray or tan colored paper can add distinction to your bulletin.

The printer can make a supply of bulletin letterhead with your standard elements such as the bulletin name, club name, etc. for you. This pre-printed shell can be done in color on good paper. For each issue, you can print your news copy by running your letterhead through a photocopier. This gives you a two-color bulletin that is most attractive.



Now You're Ready to Mail

Now you have a bulletin that presents a positive image for your Optimist Club. Use this opportunity to help build recognition for your club.

Consider expanding your mailing list beyond your club membership. Be sure all prospective members receive the bulletin. In your community, send the bulletin to your mayor and other civic officials, to the presidents of major companies and institutions, and to key people in the news media.

Within Optimist International, send your bulletin to your lieutenant governor, governor, governor-elect, district bulletin editor, district public relations chair and the presidents of neighboring Optimist Clubs. Also send a copy to the International Office.

The most convenient way to address your bulletins is using labels from a computer.

Most U.S. Optimist Clubs mail their bulletins First Class (standard letter rate). Some clubs use Second Class, a special class of mail for periodicals. You can save money using Second Class, but you have to buy a permit and go through some extra paperwork. Contact your local post office for details.

Club Bulletin Contests

Optimist International and many districts hold club bulletin contests. The judging criteria used by Optimist International includes the following:

Standard Items

- Masthead
- Club name prominently displayed
- Optimist International logo
- International President's theme logo
- Date of bulletin issue
- Meeting time, place and day
- Names of club officers
- Names of committee chairmen
- Telephone numbers of officers, chairmen
- The Optimist Creed

Content

- Date and program of next meeting
- Report on last meeting's program
- Names of guests at last meeting
- Calendar of upcoming events
- News of club projects
- Humor
- Personal news about members (birthdays, anniversaries, awards, illnesses, etc.)
- Urge to attend and/or bring guests

Visual

- Format is easy to follow; stories easy to find
- Items are clearly separated
- Stories have headlines
- Paragraphs are short
- Type is attractive and easy to read
- Lines and boxes set apart copy
- Color paper or color ink
- Illustrations or photos used
- Printing is sharp and clear
- Publication coincides with meeting frequency

Contact your district bulletin editor for information about your district's bulletin contest.



Standards for Optimist Club Public Relations

An Optimist Club should establish an active public relations program under the direction of a chair of Public Relations. This program should concern itself with both external and internal communications and should include, as a minimum, three elements:

1. As an integral part of its internal communications, an editor whose major task should be the publication of a club bulletin at regular intervals of no fewer than twelve issues annually.
2. A designated individual whose responsibility is to actively seek publicity for youth activities in the local media and, as deemed appropriate, other significant club programs.
3. An active liaison, through its Chair of Public Relations, with such other community entities as elected officials, governmental agencies, community organizations and other civic/service organizations.

Sample Bulletin

Here is a sample Optimist club bulletin prepared using the suggestions in this guide:

Optimist International logo Bulletin name

OPTIMIST NEWS
Optimist Club of Danville
Meets Wednesday • Noon • Heritage House

Club name
Meeting time and location

Next Meeting: **May 23, 2001**

May 16, 2001
Date of issue

THIS WEEK'S PROGRAM
Thomas H. Johnson, president to St. Mary's Medical Center, will speak on "New Trends in Health Care." His program will include a slide presentation on the hospital, which is celebrating it's 75th anniversary this year. Bring a guest with you to hear this most informative program!

RESPECT FOR LAW CITATION
Recap of last meeting
Tricia Robertson, an eighth grader at Monroe Middle School, was presented with the Optimist International Respect for Law Citation during our annual Respect for Law luncheon May 9. She was honored for alerting police to a suspicious stranger in her neighborhood. The stranger, who was wanted in connection with several burglaries, was arrested while in the process of an apparent burglary at a neighboring residence. Tricia's parents, Bill and Shirley Robertson, were also our special guests. Fifty-five members and guests attended, and the presentation was covered by the Danville Chronicle, which ran a picture and story on Tricia's award.

UPCOMING MEETINGS
Upcoming meetings
May 30: KPTV meteorologist Stew Thomas will give us insights into the workings of TV news and what kind of weather we can expect this summer.
June 6: Dr. Joyce Middleton, executive director of Youth Crisis Services, will discuss her agency's work.
June 13: East Missouri District Governor, Ben Bradshaw, will be updating us on our district's great progress this year.

PROJECT NEWS
Upcoming projects
Fishing Derby: Saturday, June 9, from 9 a.m. to noon at Kelly Park. If you haven't signed up to help, contact Warren Wilson at 555-2277.
Garage Sale: Saturday, June 16, from 9 a.m. to 4 p.m. at Meadowbrook Shopping Center. We need you to donate surplus household items for the sale. Bring items to the club meeting or contact Sharon Susman, 555-6042.

Youth Clubs: Phyllis Worrell reports that 125 children have joined the Youth Club at Bannister School. Good work!

WELCOME, ROSE ANN SCHIFRIN
New member welcome
Our newest member is Rose Ann Schifrin, sponsored by Joanne Marceau. Rose Ann is district sales representative for IDN Corp. She and her husband, Bob, have one child. Her address is 225 W. Third St., telephone 555-7223.

LAST WEEK'S GUESTS
Guests at last meeting
Joining us for our Respect for Law meeting last week were Wayne Gregg, principal of Monroe Middle School; Col. Martin Smith of the Danville Police; Stan Bunker, guest of Jim Simmons; and Rachel Park, guest of Andre Delorme. We also were privileged to have Optimist Billy Peterson from Madison, Alabama, join us while on this way through Danville last week.

DISTRICT BOARD MEETING
District news
Reminder: The East Missouri District will hold its Third Quarter Board meeting May 19-20 in Cape Girardeau. All Optimists are invited to attend!

IT'S A BOY
Congratulations to Eric and Melissa Riner on the birth of their 7 pound, 11 ounce son, David!

HERE AND THERE
Personal news
Robert Thompson has made the Life Million Dollar Club of Adams Real Estate.

"To err is human. That's why the eraser is worn out long before the pencil."
Humor item

Notice of club board meeting

WE NEED YOU

Membership Chairman Beverly Timbrook asks that each member identify a prospective member and bring them to lunch. Every new member adds something special to our club!

BOARD MEETING

The next Board of Directors meeting will be held Tuesday, May 29 at 6 p.m. at President Jim's house, 1221 Willow Ridge Dr.



Optimist Club of Danville

Names of district and international officers

Optimist International
Lt. Governor, Zone 9:
Scott Bumiski, 555-2039
Governor, East Missouri District:
Ben Bradshaw
International Vice President:
Gary Addison
International President:
Bob Garner

International President's Theme

2000-01 Club Officers
President:
Jim Simmons, 555-2121
Vice President:
Susan Bennett, 555-6543
Secretary-Treasurer:
Gloria McElroy, 555-3453
Past President:
Chuck Bradshaw, 555-1289

List of officers and chairs with telephone numbers



2000-01 Committee Chairs
Bike Safety Rodeo:
Bud Spencer, 555-5678
Christmas Tree Sales:
Joanne Marceau, 555-3878
Community Service:
Bill Simon, 555-2389
Essay Contest:
Cheryl Anderson, 555-0891
Fellowship:
Andre Delorme, 555-5569

Finance: Jack Kowalski, 555-3909
Fishing Derby:
Warren Wilson, 555-2277
Garage Sale:
Sharon Susman, 555-6042
OJGC: Pat Demers, 555-3456
JOOL: Phyllis Worrell, 555-8443
Memberships:
Beverly Timbrook, 555-2109
New Club Building:
Ron Morrison, 555-6902
Oratorical Contest:
Mark Lindsey, 555-3489
Public Relations:
Bobby Aldridge, 555-6275
Publicity: Nolan Gray, 555-0083
Youth Activities:
Billie Hubbard, 555-2255
Bulletin Editor:
Drew Green, 555-6927

The Optimist Creed

Promise Yourself:
To be so strong that nothing can disturb your peace of mind. • To talk health, happiness and prosperity to every person you meet. • To make all your friends feel that there is something in them. • To look at the sunny side of everything and make your optimism come true. • To think only of the best, to work only for the best and expect only the best. • To be just as enthusiastic about the success of others as you are about your own. • To forget the mistakes of the past and press on to the greater achievements of the future. • To wear a cheerful countenance at all times and give every living creature you meet a smile. • To give so much time to the improvement of yourself that you have no time to criticize others. • To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

The Optimist Creed

OPTIMIST INTERNATIONAL®

Name and telephone number of bulletin editor

Optimist Club of Danville
P.O. Box 123
Danville, MO 61001

Club name

Return address

Meets Wednesday • Noon • Heritage House

Meeting time and location



OPTIMIST
INTERNATIONAL

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800-500-8130 • www.optimist.org