

Club Newsletter Content

Every Altrusa club should prepare a monthly newsletter with information about club service projects, fundraisers, meetings and special news. Club newsletters also should inform members about District and International news, such as upcoming Conference or Convention plans. Excerpts from District and International mailings to club officers also can be included.

Checklist for Newsletter Editors

Content

- President's message
- Advance notice of meetings including the date, place, time, program description and reservation deadline; announcements of upcoming Board and committee meetings improve attendance at these important meetings
- Club news - reports on upcoming and newly completed projects, committee reports, Board actions, new member introductions (brief biographical data, classification, business and home addresses/telephone numbers for yearbook updates), highlights or complete minutes of last business and program meetings
- District news - workshop and Conference notices and reports, governor's (or representative's) visit
- International news - policy announcements, new clubs, Convention notices and reports
- Foundation news grant program updates, latest on International project developments, fundraising campaigns, highlights from mailings to club presidents/committee chairs
- Slate of candidates - club, District, International
- Altrusa Accent - news brief emphasizing salient Altrusa fact, historical point or news

Format

- Identification - newsletter name, full name of the club, including city, state or province; name and address of the editor; name and address of the club president; be sure to include area codes with any telephone numbers
- Attractive appearance - straight columns of type (two column format is easiest to read and to lay out); free of typographical errors; clean reproduction
- Easy to mail - photocopied address labels save time; keep mailing list current

Readability

- Layout arrangement news categories logically placed; items easy to find, easy to identify, easy to follow; announcements set off in boxes
- Writing style - informal, but concise; informational and lively

Distribution

- Every member in the club
- District Governor, District officers and committee chairs
- * District Service Bulletin Editor
- International Officers and International Office
- Sister Club
- File one copy in the current club files
- Print a few extras for public relations support with media relations and for prospective members.

(Revised
5-2002)

CLUB NEWSLETTER

Judging Criteria and Score Sheet

Altrusa International, Inc. of _____,

	Maximum Points (70)	Points Scored
I. CONTENT- 70%		
A. President's message	6	_____
B. Advance Notice of meetings (total of 6 points)		
1. Date	1	_____
2. Place	1	_____
3. Time	1	_____
4. Reservation Deadline.....	1	_____
5. Program Description.....	2	_____
C. Club News (total of 25 points)		
1. Project Reports	5	_____
2. Committee Reports	5	_____
3. Board Action	5	_____
4. New Member Information	5	_____
5. Highlights of Preceding Meetings	5	_____
D. District News (workshops, conferences, new clubs, etc.)	5	_____
E. International News (highlights form club mailings, convention notices and reports, policy announcements)	3	_____
F. International Foundation News (local or district recipients of grants, highlights from club mailings, the latest on project developments)	3	_____
G. Slate of nominations (local, district and international when applicable).....	5	_____
H. Altrusa Accent: short item emphasizing an Altrusa fact, historical point..... or happening	4	_____
I. Personal items about members (promotions, honors, trips, illness, change of address or phone number, birthday, etc.)	5	_____
J. Timeliness and usability of information.....	8	_____
II. FORMAT .15%	(15)	
A. Identification (total of 5 points)		
1. Newsletter name, full correct name of club, including city and state	3	_____
2. Name and address of editor	1	_____
3. Name and address of club president	1	_____
B. Attractive Appearance (no difference for type of production)	5	_____
C. Ease of mailing	5	_____
III. READABILITY .15%	(15)	
A. Arrangement or Layout (with logical placement of items)	5	_____
B. Writing style (one that clearly communicates with reader)	5	_____
C. Accurate (proofed for grammar and spelling)	5	_____
TOTAL POINTS SCORED		_____

Clubs are to submit 3 newsletters to District Communication Chair for judging by March 31st. Since it is often difficult to include all items in every newsletter, an average score will be determined.

(Revised ~ 2002)