

KIWANIS INTERNATIONAL CLUB BROCHURE CONTEST

The club brochure is rapidly gaining popularity and some clubs consider it to be their best member recruitment tool. The contest encourages every club to produce and make use of an effective club brochure.

Kiwanis International strongly recommends that each district create a club brochure contest with the same general procedures as the club newsletter contest. The district contests will provide the entries for the International club brochure competition.

A good club brochure is one of the best PR and membership tools that any Kiwanis club can have. Such brochures attract both public awareness and potential members.

PURPOSE: To encourage and stimulate the production of effective club brochures for public relations, marketing, and member recruitment.

PROCEDURES: Kiwanis clubs will enter their club brochure in their district's club brochure contest, by such a deadline that judging can be completed in time for awards to be presented at the district convention. Each district will then forward its choice of the best club brochure in the district for entry in the International Club Brochure Contest.

DEADLINE: The best club brochure in each district will be submitted to the Kiwanis International public relations department by September 30.

JUDGING: Judging will be performed by the chairman of the International Committee for Marketing and Public Relations and a judging panel chosen by the chairman.

ANNOUNCEMENT OF WINNER: The International Contest winner will be notified in the spring prior to the International Convention.