



CLUB EDITOR

Club editors have the role of making Key Club known within the community. The editor is the advertiser, the communicator and the public relations officer.

Responsibilities:

- Make sure the public and club is informed about the service Key Club is doing and will be doing.
- Use various forms of communication, including websites, text messaging and email.
- Be creative.
- Be proficient in and follow Key Club brand guidelines. Find new graphic ideas at www.keyclub.org/newtools.
- Make sure Key Club magazine and the district publication are distributed to all members.
- Send articles to the district publication. Contact your lieutenant governor or district administrator to learn how to submit your stories.
- Submit articles to Key Club magazine.
- Develop and/or order membership recruitment materials for club growth efforts.
- Communicate in the community. Make public service announcements, contact local media and send articles to community newspapers.
- Create media releases for club service projects.
- Complete and submit a mayoral proclamation in honor of Key Club Week.
- Order helpful materials from Key Club International by calling +1-317-875-8755, ext. 411, or download materials at www.keyclub.org/downloads.

Document club service and programming

- Take pictures at meetings and events. Take responsibility of the club camera, if your club has one, very seriously.
- Save all published newsletters, signs, calendars and banners.
- Organize pictures of club events, meetings and overall work in a scrapbook to be entered in district and Key Club International contests (when applicable).

Manage club communication

- Determine which communication method best fits each member's needs.
- Post a calendar of events to publicize meetings and upcoming projects.
- Make morning announcements, posters, signs and banners to promote projects and meetings.
- Visit www.keyclub.org to see current Key Club news and upcoming events.
- Produce a bimonthly or monthly newsletter.

Suggested duties

- Create a website, Facebook page or wiki (or maintain it if you already have one).
- Manage and update weekly a bulletin board in your meeting location or school.
- Take the lead to celebrate Key Club Week. Use the special resources at www.keyclub.org/keyclubweek each fall to spread the word about Key Club in your community.

Additional duties

Work with the editor-elect and help him or her prepare to take over your job next year.

