



JUNIOR BULLETIN

CLUB NEWSLETTER

GUIDELINES

Riva Clark



JUNIOR BULLETIN/NEWSLETTER

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CJW JUNIOR BULLETIN GUIDELINES **FOR CLUBS AND CJW BOARD MEMBERS**

PURPOSE: The CJW Junior Bulletin is an important communication tool. It is a means of sharing ideas between clubs around the state and for sharing suggestions and information from the members of the CJW Board. It is our newsletter, so please take a few minutes to read through the following list of guidelines and suggestions.

1. **PUBLICATION:** The CJW Junior Bulletin is published each month. Distribution of the newsletter is e-mailed the last week of the month, or as close to the first of the month as possible.
2. **DEADLINE FOR ARTICLES:** The deadline for the CJW Board to submit articles is the 15th of the month. Submit articles to the Junior Bulletin Editor via mail or e-mail.
3. **DISTRIBUTION:** One (1) copy of the monthly Junior Bulletin is e-mailed to CJW Board and Past Directors. One (1) copy is e-mailed to each club, unless otherwise requested. The first name listed for co-presidents will be the recipient of the Junior Bulletin, unless otherwise requested. It is recommended that the CJW Bulletin be forwarded via e-mail or distributed to all club members.
4. **CLUB PRESIDENTS:** Please be sure that a copy of each month's newsletter is e-mailed to your District Rep by the 1st of the month. This will allow her ample time to review your newsletter for information and ideas to submit for the District Section of the CJW Bulletin. If your newsletter will not be published within this time frame, communicate any vital club events and news to your District Rep by telephone, e-mail or personal note. **REMEMBER:** The CJW Bulletin is our means of communicating with all of our sister clubs in the state. Put this vital resource to work for your club.
5. **DISTRICT REPS:** Please be as brief and concise as possible when writing your article. Analyze items for value to the readers. Upcoming club events, which are open to the public, should be submitted far enough in advance to allow readers time to plan on participating. Noteworthy projects and ideas may also be included.
6. **COMMITTEE CHAIRS:** Please be considerate of your readers when submitting your articles, be as brief and concise as possible. It is possible to adequately and effectively relay a message in few as well as many words. Analyze the value of your article with the reader in mind. Inspire with new and fresh ideas. Inform with noteworthy excerpts. Praise the work of individual clubs. Share information and resources. **NOTE:** The information in your newsletter article may take several months to disseminate down to the club level. Keep this in mind when dealing with dated material. Make sure that articles appear in a timely manner.

CRITERIA/ SUGGESTIONS FOR CLUB NEWSLETTERS

Listed below are various criteria and suggestions for making your club newsletter eye-catching, efficient, and effective. Be sure that your President, Officers, and Committee Chairs are aware of the following newsletter suggestions. It is recommended that you start the year by discussing newsletter "content" needs with your Board.

Your newsletter is an important communication tool for veteran members and is often a selling tool to potential members. Be sure that your newsletter contains the information that YOUR club needs and wants to see. Not all ideas are suited to every club, but many are considered a must for all clubs. Most importantly though, make it enjoyable and informative for your members to read!

IDENTIFICATION - COVER PAGE

1. **NEWSLETTER NAME:** Place the name of the club newsletter on the cover page.
2. **CLUB NAME:** The full name of the club should be included on the cover page.
3. **DATE AND ISSUE:** The date, including month, year, issue number (ex. If this is your club's 25th year, the first issue for the new club year would be Vol. 25, No. 1).
4. **EDITOR'S NAME AND PHONE:** The full name and phone number of the Editor.
5. **PRESIDENT'S NAME AND PHONE:** The full name and phone number of the President. This is very helpful resource for members or prospective members.
6. **CJW IDENTIFICATION:** "Member of Connecticut Junior Women, Inc." should appear somewhere in the title area. Include the CJW logo if possible.
7. **UPCOMING MEETINGS:** The date, time, and location of the next meeting.

CJW INFORMATION

1. **CJW NEWS:** Include coverage of CJW board meetings and conferences such as topics discussed, votes taken, committee chairmen reports, etc. **EDITOR'S NOTE:** Reports on CJW should be a synopsis of the business conducted, not a list of members in attendance.
2. **CJW STATE PROJECT:** Information about CJW State Project including background, items needed, ways to involve your club, total moneys raised by CJW, what other clubs have been doing (gathered from State Project report in monthly Junior Bulletin), and project proposals.
3. **DISTRICT HAPPENINGS:** Include upcoming events from other clubs in your district on your calendar of events. Highlight their projects, etc. Use the District Rep, the CJW Bulletin District Report, and your club Presidents as a source of information.
4. **BLUE BOOK INFORMATION:** The Blue Book contains information about CJW History, award criteria, officer and chairmen biographies, etc. It also includes Report Writing Guidelines. This information is directly related to how your club is run. This should be shared with all members. Visit WWW.CJW.ORG. Note ideas to include throughout the year.

CONTENTS

1. **PRESIDENT'S MESSAGE:** Upbeat and encouraging while not stealing too much thunder from other reporting members.
2. **TREASURER'S REPORT:** Not just totals. Include checks issued and to whom, deposits made, etc. Consider summarizing progress toward club monetary goals.
3. **MEETING MINUTES:** Include minutes of the previous meeting for members who were unable to attend.

CRITERIA/ SUGGESTIONS FOR CLUB NEWSLETTERS

4. **CORRESPONDENCE:** List correspondence sent and received, particularly thank-yous. Include a summary of what the thank you was for, not just who sent it
5. **ITEMS TO BRING:** Reminder to members of what to bring to the next meeting, i.e. items being collected, money that will be collected for events, etc.
6. **UPCOMING SIGN-UPS:** Reminder to members of sign-ups that will take place at the meeting so they can quickly check their calendars for conflicts.
7. **MEETING AGENDA:** This will inform members of upcoming topics for discussion as well as special events happening at the next meeting.
8. **MEETING HIGHLIGHTS:** Highlights of Board and General Meetings, including any by-law changes, recommendations, and/or motions passed or pending.
9. **COMMITTEE REPORTS:** The heading for each report should include the Chair full name and phone number. Clearly identify programs and projects. Upcoming projects should include the date, time, and place and who is in charge. Summarize projects completed during the previous month. Include thanks to members who participated and project outcomes. Include funds raised or spent.
10. **CALENDAR LIST OF UPCOMING EVENTS:** Include all club functions, CJW meetings, and events sponsored by other clubs in your district.
11. **GRAPHICS/ ILLUSTRATIONS:** Pictures are useful tools to provide breaks in all-type pages or as fillers. They also provide eye appeal, and can focus attention on important news. Use them sparingly to create a visually entertaining newsletter.

MEMBERSHIP INFORMATION

1. **BIOGRAPHIES AND FACTS:** Include biographies of new and veteran members. Welcome new members. Include interesting facts about current and former members. Make members feel important with more than just a mention of their name. Remember, this is THEIR newsletter!
2. **RECOGNITION:** Everyone likes recognition for his or her efforts. Include thanks to members and others (husbands, family, secret pals, etc.) Include recognition of events such as birthdays, anniversaries, births, promotions, graduations, etc.
3. **SPECIAL AND FEATURE ITEMS:** Want ads, classifieds, Kid's Pages, recipes, craft instructions, tips, etc. Feature articles add interest to your newsletter.

PRESENTATION

1. **READABILITY:** Your newsletter should be easy to read, free of grammatical and spelling errors, with information that can be easily found. Try to keep articles in the same order from month to month. Begin with the President and Vice President(s) followed by other officers, Service Committee reports, and finally other reports.
2. **CONSERVATION:** It is recommended that you either e-mail or print double sided copies of your newsletter to save on paper and postage.

NEWSLETTER AWARD RULES

OVERALL GOAL: The Newsletter Awards are designed to promote the establishment and maintenance of club newsletters. This Judging Criteria offers guidance in creating a quality publication. The awards serve to recognize the efforts of the club newsletter editors, as well as the club members who contribute to their publication.

1. Participation in the award process is open to all CJW Junior clubs.
2. Requirements to participate with judging, copies of September through February issues of your club newsletter may be mailed or emailed to the judges and ex-officio judge listed below. It is important that they receive a copy as soon as possible after it is issued, preferably on a monthly basis.

2009 - 2010 JUDGES

Nancy Carter
Evelyn Magera
Lynn Sellers

EX-OFFICIO JUDGE

Riva Clark

3. At the end of the year, the average score of the top 5 newsletters submitted by each club will be used to determine the club's overall score. A minimum of 5 newsletters must be submitted in order to be considered for awards.
4. A list of newsletters received by each club will be included in the January edition of the Junior Bulletin. All newsletters to be considered for judging must be postmarked by February 28.
5. **Newsletter Awards Judging Sheet - Section 15-D** is the form the judges will use to compute the total score each month. Please be sure to read the CRITERIA/SUGGESTIONS list and review the rating categories carefully.

Revised August 2009

Section 15 - C

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NEWSLETTER AWARD RULES

6. A first, second, and third place award will be given annually at Spring Conference for each reporting size (Small Club; Medium Club; Large Club). Certificates of Merit may be given to clubs for an outstanding feature or idea.
7. If you have any questions in regards to the Award Rules, please contact the CJW Junior Bulletin Editor.

COURTESY COPIES OF YOUR NEWSLETTER SHOULD BE E-MAILED TO:

DIRECTOR

ASST DIRECTOR

DISTRICT REP - your District Rep needs to receive a copy of your newsletter by the 1st of the month in order to submit a monthly CJW Junior Bulletin article for your district.

NEWSLETTER AWARDS JUDGING SHEET

Name of Club _____

Newsletter Name _____

Month/Year _____ Judge: _____

POINTS

(1-5) _____

(1-4) _____

(1-5) _____

(1-5) _____

(1-2) _____

(1-2) _____

(1-5) _____

(1-2) _____

(1-2) _____

(1-2) _____

(1-2) _____

(1-2) _____

(1-15) _____

(1-4) _____

(1-5) _____

(1-5) _____

(1-5) _____

(1-5) _____

(1-8) _____

(1-5) _____

(1-10) _____

(Minus 5) _____

TOTAL:

CRITERIA

IDENTIFICATION: (Cover Page)

Heading- Newsletter Name, Club Name, Date & Issue, Editor's & President's Name, Phone & Email Addresses

CJW ID - Member of CJW, use of the CJW logo

CJW INFORMATION:

CJW Board Meetings/ Conferences

CJW State Project

District Happenings

Junior Bulletin/ Blue Book Information

CONTENTS:

President's Message

Treasurer's Report

Meeting Minutes

Correspondence

Items to Bring, Upcoming Sign-Ups

Meeting Agenda, Meeting Highlights

Committee Reports

Calendar/ List of Upcoming Events

Graphics or Illustrations

MEMBERSHIP INFORMATION:

Biographies and Facts

Recognition and Thank Yous

Special and Feature Items

PRESENTATION:

Readability/ Format and Layout

Conservation/ Double Sided Print / or only Email issues to club members

OVERALL:

Usefulness, Good Communication Tool, Inspirational to Members

DEDUCTION FOR POSTAGE DUE

TOTAL SCORE (100 Points Maximum)

CJW JUNIOR BULLETIN EDITOR JOB DESCRIPTION

GOAL: To provide a monthly newsletter that is a tool for sharing ideas between the CJW Board and clubs. To provide information on how to publish a club newsletter that is a useful communication tool for members.

Job Responsibilities:

1. Publish monthly newsletter, Junior Bulletin.
 - a. Email reminders to CJW Board members regarding monthly newsletter articles.
 - b. Keep an updated list of club contacts.
 - c. Distribute Junior Bulletin to CJW Board members, CJW Past Directors & clubs via email.

2. Judging of club newsletters.
 - a. Select 2-3 CJW Board members to be Newsletter Judges.
 - b. Remind clubs to forward newsletters on a monthly basis to Newsletter Judges.
 - c. Coordinate judging results from judges and submit a list of department awards to the CJW Report Writing Judging Committee.

3. Annual Awards Bulletin
 - a. submit final judging sheet for inclusion in awards bulletin.

4. Prepare a handout for Fall & Spring Conference, CJW September Board meeting & CJW March Board meeting.

5. Organize a workshop for the September Board meeting, if the Director wants one.. This workshop can contain discussion of award winning newsletters, hands-on training or review of past successes. This workshop should include a handout of workshop contents.

6. Assist clubs by answering their inquiries regarding this department, if you are unable to answer a question contact the CJW Director for help.

7. **Refer to General Information Section 10-H & I** for other responsibilities of CJW Board of Director members.