

Why Are Club Bulletins Necessary

1. There are two main reasons why every club should have a club bulletin:

A. It is a communicative media by which the club is kept informed and re-informed of club activities. It is a tool that each President and Committee Chairman can use to reach each member in the quiet of his office or home.

Messages thus received are more apt to be noted and remembered than those that are given in the hub-bub of meeting proceedings. Unfortunately too few Club Presidents and Chairmen take the time to communicate directly in this way.

B. Bulletins are a binding force that helps to provide cohesiveness to the entire club membership. It keeps all members, active and inactive, in touch with the club and in a sense with each other. It helps to make the club into a Lion family. .

2. What Do You Want From Your Bulletins?

Is the main objective of your bulletin the two points just discussed?

Does your club, the President or your Bulletin Editor want and expect more?

Do you want your club bulletin to be competitive in District competition?

These questions need to be answered by the Club President and the Bulletin Editor.

To be good communicative media, a bulletin need not be elaborate. However, to be competitive in the bulletin contest higher costs will be incurred to meet the point criteria for top bulletins as spelled out by International.

This is not to say that a bulletin need be elaborate, expensive or meet all of the point criteria.

A club may decide that all they want is to provide communication and cohesiveness for its members using its money for projects instead. There is nothing wrong with that.

3. What Makes A Good Bulletin?

A. Bulletin Editors need to develop style. Inject human interest in your articles, mention names, look for the humor in happenings, be alert and observe; then write about it.

B. Keep continuity in your stories or anecdotes. Keeps the trend of thought flowing with short, simple sentences?

Complete each thought in a paragraph of three to five sentences.

C. Be sure each article written answers the readers' basic questions of.

WHAT- WHERE - WHEN - WHO - HOW and WHY!

District Editor. Andy Erickson