



Redefining the
EDITOR
Position

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What's poppin', bees!

Congratulations on being elected as editor! It is truly a unique role that is crucial in promoting the objects of Key Club. The beginning of the term is often a difficult transition, but have **confidence in yourself!** Starting from now, you have a lot to learn and experience. Make this term like no other!

Being elected, it is likely that you are familiar with your responsibilities as editor. This includes creating **publications** such as flyers, banners, and newsletters, attending meetings, leading fundraisers and events, and more. If you're not

sure where to start, check out our other editor guides on the revamped Cyberkey! On **cnhkeyclub.org** under **Resources > Club > Editor**, you will find various guides to help you start off as an editor! They contain valuable information that can aid you in your success this term.

It is the job of your immediate past editor to train you for your role. However, I found that editors have the **highest burnout rate**. Because of how editors are trained, I find that our roles can often be mentally exhausting. Thus, it's important for us to make adjustments to how our tasks are carried out. In this guide, you'll find resources on how to organize your weekly, monthly, and annual tasks, what part of the editor role should change, and tips on how to prevent 'editor burnout.'

If you have any questions, comments, or concerns feel free to contact the District News Editor at **cnhkc.dne@gmail.com**. Part of being a leader is to utilize your resources, so don't be afraid to ask for help from those around you! I wish you the best of luck for this term. I'll see you around, bees!



It's always a beautiful day to save lives.

Nancy Duong

District News Editor 2020-2021

The Editor Essentials

Keep track of your officer duties!

WEEKLY.

- Attend weekly officer and general club meetings
- Create promotional materials for events and fundraisers
- Plan out pubbing timelines
- etc.

MONTHLY.

- Send out monthly reminders for submissions (articles, visuals, newsletter spreads, etc.)
- Create and publish the monthly newsletter
- Keep track of on-time monthly submissions
- etc.

ANNUAL.

- Compile all materials from previous terms to use for your own reference
- Create an organizational filing system to keep track of submissions
- Train your officers and your future elect
- etc.

WHAT CHANGED?

CREATING NEWSLETTERS

The primary role of a news editor is to create a **monthly newsletter**. However, this task can be very daunting and time consuming. The editor should be in charge of creating editor and executive updates, calendar of upcoming events, articles and visuals, contact information, etc. The required content for newsletter contests can be found under Recognition > Contests. However, creating one full newsletter can take up to **10-15 hours**. To lessen the workload, editors should **delegate tasks to the officer board to provide additional resources**. A few ideas of newsletter spreads include:

- Fundraising Manual for FRN
- Upcoming District events
- Education on Kiwanis
- The monthly SOS
- and more!

BENEFITS

Throughout your journey as an editor, it is important to **maintain consistent effort** into your work and responsibilities. By delegating newsletter content to your officer board, it not only lessens your workload, but also incorporates the work of other officers. The benefits of this includes:

- Growth in officer-to-officer communication and bonding
- Providing more content outside of what is required
- Introducing graphic design to officers who have no experience in it
- Increased education on Kiwanis and Key Club International
- Additional time for editor creativity
- More promotional outlets for the newsletter
- Lessens the weight of responsibility for the news editor

TRAINING YOUR OFFICERS

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PLAN OUT THE YEAR

To introduce the newsletter to your officer board, provide them with a **submissions calendar!** This allows them to plan ahead into the future. Make sure to emphasize that newsletters are made a month ahead of time. For example, if they want to submit something to be published in the **August** newsletter, it must be submitted in **July**. This can be made on **Google Sheets or Excel**. An example is provided below (it's division and club friendly!) As an editor, **familiarize yourself with the timeline of the term**. This way, you can provide suggestions of the content your officers can create.

OFFICER	MAY	JUNE	JULY	AUGUST	SEPT
EXECUTIVE ASSISTANTS	CLUB UPDATES				
FUNDRAISING COORD	WHY DO WE FUNDRAISE FOR PTP & MNT?	HOW TO PLAN A FUNDRAISER	LOWERING THE COST: FRN	WHAT IS YOF?	FUNDRAISING MANUAL
CLASS REPS	KEY CLUB: CLUB RUSH	IMPORTANCE OF MEMBERSHIP	BENEFITS OF BEING DUES PAID	CNH MASCOTS	SPIRIT SEASON: FRN

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SET GUIDELINES

This newsletter is going to be yours, so make sure to set guidelines. **Be specific!** Set a monthly deadline, write instructions on how you want the spreads to look, emphasize **graphic standards**, and more. For example, if you prefer a double-paged cohesive look, have them submit a 17x11 size PDF. For single pages, it should be 8.5x11.

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PROVIDE RESOURCES

Especially if your officers are new to graphic design, they might struggle figuring out how to begin their newsletter submission. If you're not sure yourself on what tips to give, refer them to the **CNH Cyberkey!**

- **Resources > Club > Editor**
 - "News Editor's Manual"
 - "Graphic Design 101"
- **Resources > Graphics and Marketing**
 - Graphic Standards
 - CNH graphics
 - Bee graphics



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SEND REMINDERS

This is a brand new system, so your officers may forget here and there. Be sure to send reminders at the beginning of every month along with the submission guidelines.



Editor Name <division.news@cnhkeyclub.org>
to school-key-club

Oct 1, 2021 ☆ ↶ ⋮

Hello officer board!

Happy October! This is a reminder that your newsletter submissions for the **November newsletter** is due Wednesday, October 20th at 6PM. If you have any struggles finishing by this date, feel free to ask me for an extension! Make sure to specify how much time you need. Submit your work into this folder below:

<http://drive.google.com/drive/u/>

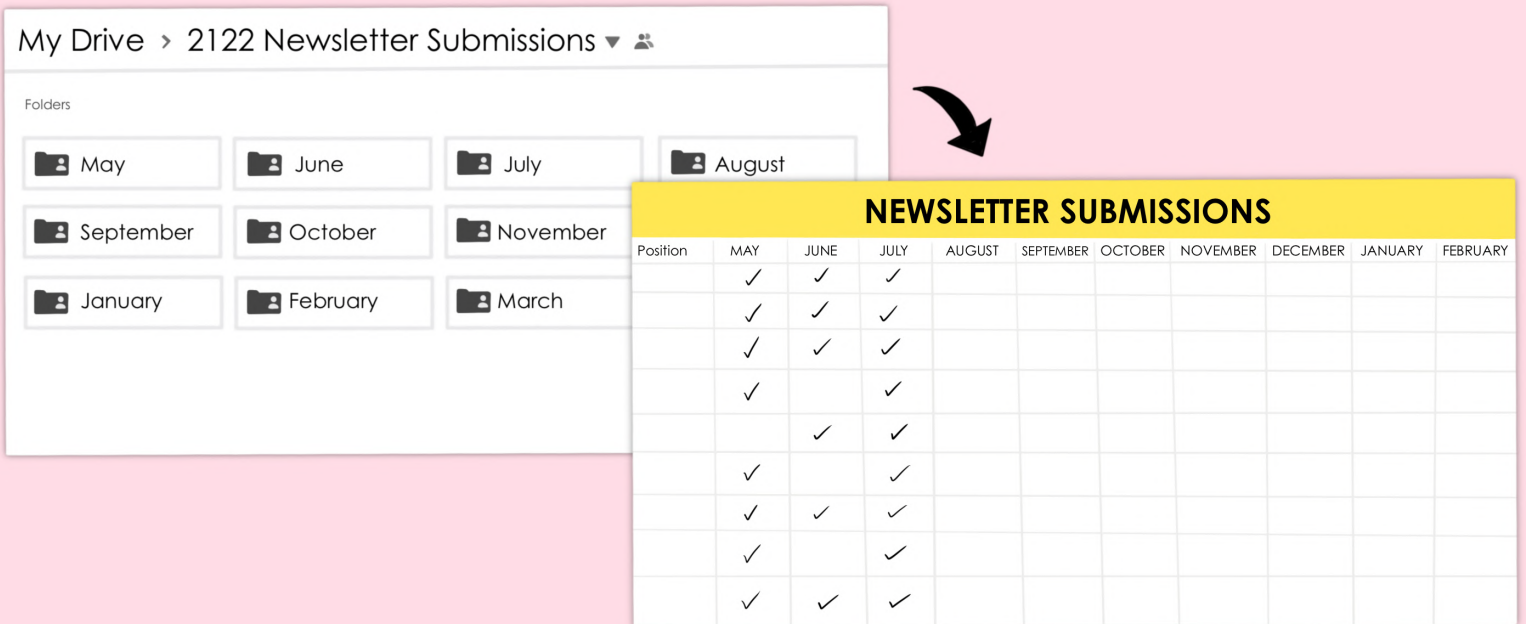
Make sure that your submission follows these guidelines below:

- The dimensions are either 17x11" or 8.5x11"
- Make sure it is in **PDF** format
- Rename the file to POSITION_MONTH_NAME (ex. FUNDRAISING_11_DUES)
- Follow **graphic standards!**

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KEEP TRACK OF SUBMISSIONS

I recommend keeping track of submissions! If you have a large officer board, it might be difficult to passively keep track of consistent submissions. You can create a folder in Google Drive as well as a spreadsheet in Google Sheets to crosscheck for any missing submissions.



My Drive > 2122 Newsletter Submissions ▾ 👤

Folders

- May
- June
- July
- August
- September
- October
- November
- January
- February
- March

NEWSLETTER SUBMISSIONS											
Position	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	
	✓	✓	✓								
	✓	✓	✓								
	✓	✓	✓								
	✓		✓								
		✓	✓								
	✓		✓								
	✓	✓	✓								
	✓		✓								
	✓	✓	✓								

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COMMUNICATION

If you notice a lack of submissions from an officer, make sure to reach out! Let them know that you can always provide a helping hand. Try your best to support your fellow officers throughout the term. Be open to any comments, questions, or concerns and always ask for feedback. This will help improve the quality of your work!

**THANK YOU
FOR READING!**