



CNH | KEY CLUB

NEWSLETTER
PRODUCTION 101
2019-2020



WHAT ARE NEWSLETTERS?

Newsletters are an amazing resource for your members to receive all the information they need in a quick and easy manner! Newsletters typically include a recap of the past month, provide updates from the club, division, or district level, and include information on upcoming events.

WHAT TO INCLUDE:

In every newsletter that you publish, you should include...

- *Message from editor (yourself!)*
- *Message from LTG/president*
- *A table of contents*
- *Infographics*
- *Articles & Visuals*
- *Recognition*
- *Contacts page*

PROGRAMS

BEGINNER

- *Google Drawings (FREE)*
 - *Easy to use and navigate*
 - *Can only work on one page at a time*
- *Google Slides (FREE)*
 - *Extremely user-friendly*
 - *My personal favorite for free programs*

ADVANCED

- *Adobe InDesign (EXPENSIVE)*
 - *Industry level program with lots of features and abilities*
 - *Difficult to navigate if you're unfamiliar with it and expensive*
- *Adobe Photoshop*
 - *Another industry level program*
 - *Difficult to navigate and it's geared more towards photos*
- *Publisher (LOW PRICED)*
 - *A user-friendly interface with lots of features*
 - *Costs money*

COVERS

This is the first part of the newsletter that your audience sees, so make it eye-catching. This is also how your audience remembers your newsletter visually, so make sure it is also visually appealing.

TITLE

Many newsletters use creative titles, like "The Bee Times," or "The Bee Line," or "The Buzz."

GRAPHIC STANDARDS

Make sure you include the pencil, the CNH Logo, and the CNH word art. Also, include your region, division number and club name (if applicable).

TIPS

- *When creating your cover, make sure it is something that you REALLY like! The cover is the one aspect that stays constant within the term, so ensure that it is something you won't get tired of.*
- *Personally, I think that incorporating graphics, rather than pictures are more visually appealing when creating a cover, but it is ultimately up to you to decide what you want to do.*

EXAMPLES

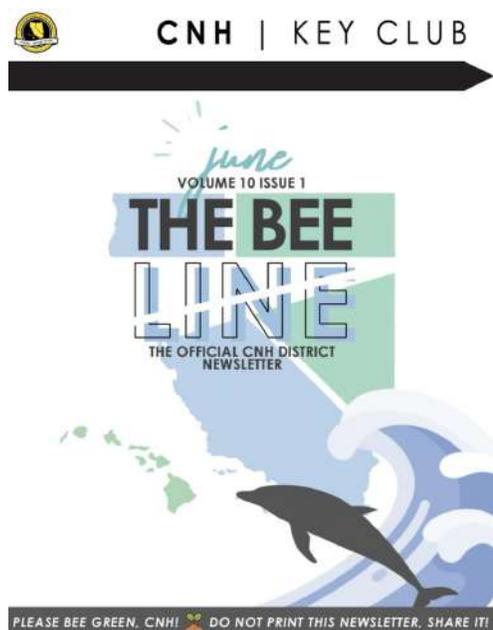


TABLE OF CONTENTS

*Including a table of contents is vital! This allows members to **navigate through your newsletter easily and allows them to find what they're looking for.***

TIPS

- *While this may seem self-explanatory, but ensure that you include page numbers throughout your newsletter!*
- *Sometimes the table of contents don't take up the whole page, so you can split the page in half and include your editor's note on the same page. (Example below)*

EXAMPLES

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cnh district goals

1.1 million
service hours
\$260,000
raised for PTP
41,500 dues
paid members

HEY CNH BEES,

Welcome to the first ever issue of my newsletter *The Bee Times*! I am so honored to be delegated as the District News Editor for the 2019-2020 term! I can't wait to meet and work with everyone else on the District board.

As a brief introduction, my name is Hanah Shih and I'm an incoming senior from Division 7 South and Region 16 located in Sacramento, California. Besides Key Club, I really enjoy going to professional basketball games and watching Korean Dramas at home.

Although the school year has come to an end, that doesn't mean service stops. There are still plenty of service and social events and I highly encourage you to attend them! Check in with your home club to see what events there are!

Throughout this term, I hope that my newsletter is helpful to the members, even if it's in the slightest way possible. I hope that this newsletter is the source of all the information that a member could possibly need. Lastly, I hope that this term will be an amazing term and that we, as a district continue to achieve new accomplishments and reach all the goals we set.

Thank you for reading my first issue and if you have any questions, comments, or concerns, please do not hesitate to contact me! See you next time!



HANAH SHIH
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MESSAGES

WHAT TO WRITE:

In every issue, you should include a message from the editor (which is you), your Lt. Governor/President. Some general topics to address within the messages are to **recap the past month, provide updates for the upcoming month, advertise any contests or applications, etc.** However, this is only a general guideline, so feel free to omit and add any other topics that you deem important.

HOW TO FORMAT:

The formatting of the text is completely up to you, just make sure that it is easy to read. Include the **position and name of the person who's giving the update to clarify for your audience.** Also, make sure to **justify your text** to give it an even and clean look.

EXAMPLES:

GOVERNOR

Happy December, CNH Bees!

It's beginning to look a lot like we're nearing the final months of our term, but don't fret! There's still plenty of activities that you can partake in before the end of this term! Many of these activities range from serving at a holiday event, attending Candidate Training Conference, or preparing for District Convention 2019!

Before we look at all the upcoming events, I'd like to personally thank all of you who were able to attend Fall Rally North and Fall Rally South! With amazing attendance at both rallies and from the astounding donations, we were able to raise thousands of dollars for the Pediatric Trauma Program! **Because of your efforts, we are closer than ever to reaching our PTP goal of \$250,000!**

Although both rallies have concluded, please **don't lose the motivation that you've had throughout this term!** There is still plenty to do to accomplish our district goals and further our impact on our home, schools, and communities. Participate in a food drive, create thank you cards, or even help wrap gifts at a local store! With the holiday season in full swing, there are plenty of opportunities available for you to serve your community!

In early December, members across CNH will be able to participate in Candidate Training Conference (CTC). The general date for CTC is Saturday, December 8th but you should ask your Lieutenant

Governor for more information about your local CTC. **CTC is an amazing opportunity for individuals interested in running for the position of Lt. Governor to gain insight on what the position means and what it offers.** Even if you have a small interest in the position of Lt. Governor, I highly encourage you to sign-up and attend CTC! Like every opportunity that comes our way, you're bound to learn something from it.

If you are interested in the District Executive positions, **District Officer Training Conference (DOTC)** will be taking place in early 2019. For more information, you can check out the Cyberkey[Events > Candidate Training Conference].

Finally, District Convention(DCON) 2019 is on the horizon! Although registration is not open yet, this is the perfect time to begin fundraising and preparing for DCON! You can find a couple of preparation guides relating to DCON and fundraising for DCON on the Cyberkey[Events > District Convention]. DCON is an event unlike any other and I highly recommend you attend! If you have any questions about the registration process or about DCON in general, please don't hesitate to contact our DCON Chair Minhah Yang at cnhkc.dcon@gmail.com.

Thank you for reading this lengthy message! As you can see, the opportunities to lead and serve are never ending. I hope that you can take these opportunities around you and if you have any questions or concerns, please contact me at any time. Happy holidays, CNH!

WITH A PASSION TO SERVE.

 JONATHAN LUM
District Governor
cnhkc.dg1819@gmail.com

SECRETARY

What's the Buzz, CNH?

Happy holidays! We've finally reached the end of 2018, and it has been quite a journey. I hope you are all preparing for finals and for the holiday season! As the end of December nears, **keep in mind your goals for 2019** and the goals you have set at the beginning of the term. Do everything in your power to ensure that things are going smoothly and as planned. I wish you all the best of luck on your endeavors, within and outside of Key Club. Best wishes to you all.

Start thinking about your New Year's Resolutions! Whether it's for better grades or a healthier lifestyle, reach out to those around you to help you reach that goal.

Today, December 1st is the dues deadline! I hope you have paid your dues - **let's reach our member goal of 41,500 dues paid members!** Remember, you can pay your dues YEAR ROUND, so don't fall behind in dues payment. Every member counts.

Speaking of goals, Fall Rally North and South have passed and we are well on our way of **reaching our district goal of \$250,000 for the Pediatric Trauma Program.** Thanks to your fundraising efforts, CNH Key Club can help save the lives of mothers and their children around the world. As for our third goal of 1.1 million service hours, we still have time to give back to our communities. Let's keep it up, CNH! We can do this.

Lastly, DCON registration is just around the corner. Start thinking about chaperones and fees now to avoid stress when March and April roll around. It's better to be early than to be late, bees. DCON is hands down one of my favorite events of the year. There's something inspiring about seeing all the members from across California, Nevada, and Hawaii come together to celebrate a term of success and achievement! **I hope to see each and every one of you at DCON 2019 in Ontario, California.** If you see me, say hi! I love to meet new people and make new friends, especially with those who share my same passion for service. At DCON, members, officers and district board members will receive the recognition they deserve. Contest applications are now on the CNH Cyberkey! Go to cnhkeyclub.org > Recognition > Contests to find them all. That's all from me, CNH. Thank you for reading, it is truly an honor to serve you all. See you next month!

WITH A PASSION TO SERVE.

 ZOE YAO
District Secretary
cnhkc.ds1819@gmail.com

TREASURER

Aloha CNH Bees!

The Holiday Season is upon us as well as the on-time dues payment deadline of December 1st. I would like to congratulate all of the clubs who have successfully paid their dues by this deadline. You are now members of your club and our wonderful CNH District. For those who have not yet paid, I suggest that you pay as soon as possible! Feel free to contact your respective Lieutenant Governor or myself for assistance in becoming dues paid before February 1st.

Fall Rally season has ended but our love for the Pediatric Program remains strong. I had a blast meeting and interacting with all of you at my first Fall Rally South and Fall Rally North. **As our goal is \$250,000 for the Pediatric Trauma Program, I encourage you to keep on fundraising and submitting funds. Every cent contributed makes a difference!**

With December finally here, I would like all of you to spend time with your friends, family, and of course serve! Candidate Training Conference and District Officer Training Conference is just around the corner! **Serving a Division or a District holds immense responsibility but the rewards are unimaginable.** Words cannot express the amount of gratitude I have for everyone who has believed in me. They were the key to my confidence and overall success. I'm here to tell you that I believe in you. **I know that you can achieve anything you put your mind to and I am always here if you have any questions!**

I am excited to see you all at District Convention in April. As always, thank you for all that you have contributed to the District. Have a Happy Holidays!

IT'S ALWAYS A BEAUTIFUL DAY TO SAVE LIVES.

 KARA YOSHIYAMA
District Treasurer
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INFOGRAPHICS

WHAT ARE INFOGRAPHICS?

Infographics are visual images used to inform readers on a specific topic. A part of each newsletter should be dedicated towards educating members and an effective way to achieve this is through infographics!

TOPICS:

The topics that you can address can be about anything related to Key Club. For example, during the summer, you can talk about summer oriented service projects or in the fall, talk about RTC and FRN/FRS.

HOW DO I MAKE THEM?

This is the aspect in the newsletter that you have the most creative control over! You can format it however you want to as long as it's aesthetically pleasing to the eye and achieves it's purpose.

EXAMPLES

19 | SUMMER SERVICE

17 | CORE VALU



Climate change has clearly been an issue lately, so help save the Earth by cleaning up your beaches and parks! It is imperative that we clean up our trash to save our wildlife! Provide gloves and bags and invite your members!



KEEPING SERVICE ALIVE IN THE SUMMER

Summer is a great opportunity for members to get a head start on their hours! Encourage your members to partake in service projects to build loyal membership and keep retention! Organize summer oriented projects and events such as your own region color splash or help clean up your local parks! Although there are no general meetings, take advantage of social media to advertise your events!



REUSE. REDUCE. RECYCLE.

Keep our environment clean by hosting a recycling drive! Encourage your members to donate cans and bottles to raise money our preferred charities! Contact your Lieutenant Governor to set up a sorting and collection day.

KEY CLUB'S CORE VALUES

CHARACTER BUILDING

This means being responsible, trustworthy and respectful! Your fellow Key Clubbers rely on you to do everything that you say you will do, so do it, especially if you're an officer. Do not take on too many responsibilities and if your workload gets too much, ask for help! Also, make sure that you're respectful of others opinions. You are not going to agree with everything another person says, and that is just human nature, just make sure you respect it.

LEADERSHIP

Key Club leaders help their fellow club members stay organized, motivated and engaged. You're already compassionate and contribute to your school. That's why you joined Key Club! Start small to make your world better. Pick up litter, hold doors for people, push in chairs when you leave a table and thank everyone who helps you. Work with younger kids at your school, religious organization or in a K-Kids or Builders Club. To younger kids, you're already cool—a leader—and they might be a less threatening audience to start with than your peers. Volunteer to solve a problem. That's the first step to preparing for a local, district or international office.

INCLUSIVENESS

You know how awful it feels to be left out. You can stop the hurt by being inclusive, starting with an open mind and a welcoming attitude. At school or at a Key Club event, talk to that person that's standing by themselves. Initiate conversations with people you don't usually talk to. Avoid basing people off of stereotypes and truly take time to get to know a person. Key Club is so diverse, so take some time to learn about the different cultures that are represented in our club. Trust me, it's worth it.

CARING

A smile is the universal key for entry into any situation because people are hardwired to respond. Those are your mirror neurons at work, says Marco Iacoboni, a neuroscientist at the University of California at Los Angeles. When people see you smiling, their brains automatically imitate the smile and the caring feelings that come with it. Incorporate caring when you: Build smiles into club culture. Each time you see a fellow or potential member at school, ash your pearly whites.

CALENDAR

While this section is completely optional, it is highly recommended. It is a helpful tool for members to look at all the events in the upcoming month in one place. It is also helpful towards your secretaries to look back on all the past events of the month later.

HOW DO I MAKE THEM?

Create a table in the program you're using and create a calendar. Include any upcoming events that you have!

ARTICLES & VISUALS

WHY INCLUDE THEM?

*Including articles and visuals are an amazing way to recognize members! It also serves as the **documentation of activities and events that your club has attended.***

HOW DO I FORMAT THEM?

*You can format the articles and visuals however you want; it is completely up to you. Generally, using one image as a dominant image makes the page more appealing since there's a center of focus. Make sure you include the **club it's from, the name of the person who wrote the article, and the event name.***

EXAMPLES

APRIL DCM: DIVISION 4 NORTH

DIVISION 4 NORTH | TRAVIS NGUYEN

What we did at the April DCM was astounding and very memorable as our first DCM. First off, we started at 12:30 and had our updates from the many various amazing clubs from the division. Up next, we had awards and the results for the Division team! It was truly surprising and magnificent how we had not only one BUT TWO members from our board recognized during the awards and the division team. Like our member relations, Reva Loquinaro obtained the Board Member of the Month which was amazing. I truly found this a great way to recognize our fellow board members by not only being a member but strong and passionate leaders. However, this was not the only fun part of April's DCM. We played a couple of games as well! They were truly memorable and there were games that truly made all of us socialize to other clubs in our division. For example, the way we started

with the knee leg game. We had to sit next to new people we have had never met and suddenly mess up the patterns of the clap-leg-neighbors leg-then clap-then your own. It was truly a fun way to socialize and laugh with your friendly others. We also played tug-of-war and dodgeball which was also fun! The way we separated into different teams as well helped other clubs get well rounded and socializing to the core. Like our club, we didn't have enough people so we had to team up with Westminster High school Key Club which was really fun and memorable. Last but not least, my favorite activity was dancing with the various groups. It was a very broad way to socialize while still having a fun way doing it. It was the best part of the DCM and I can assure that everyone had fun during that activity! It was truly a great way to start this term with this DCM!



MARCH FOR BABIES

DIVISION 31 | JARED KIM

Helm Charter High School Key Club recently attended a March for Babies event where we cheered for the runners who ran for neonatal tetanus mothers and newborns. At this event, we were able to go all out cheering and interacting with the runners and pets that were brought along. Towards the end of the event, we even had Taco Bell and drinks given to us. It had great entertainment on stage, and I was also able to meet many different Kiwanians. I overall really enjoyed the event, and I hope I get to attend again.

TEACHER APPRECIATION WEEK

DIVISION 28 NORTH | JERYLE SARTE

Key Club has been great this year. This experience has been great, even though I have just started. I have learned so many things from the old board and now being on the new board has completely changed the way I view things. Within a month I have seen the dedication that the board has given to Key Club and the changes that the president has made has really affected Canyon Springs Key Club in a wonderful way. During the last few weeks in Key Club, we have done a service project every week. Last week, we Letters for our teachers and Canyon Springs for Teacher Appreciation Week. This week we made cards for the patients at Sunrise Hospital, we try to have the key clubbers do a community service project every week so we can keep them engaged in a fun way!



RECOGNITION

WHAT IS IT?

*Every month, divisions submit their **member, officer, club, faculty advisor, and kiwanis advisor of the month** for division recognition. Implement this in your own newsletter to further recognize members and advisors for all their hard work! If you're a club editor, recognize your members through the monthly recognition that you give out!*

HOW DO I RECEIVE THE INFORMATION?

Contact your club officers or Lt. Governor to see who earns the awards.

CONTACTS PAGE

*At the end of every issue, you should input the contact information for members to contact if they have any questions, comments, or concerns. Some people to include are your **Lt. Governor, Division Leadership Team, Club Officers, and yourself**. Also make sure to include **CNH Cyberkey, social media platforms, and the District Newsletter!***

- *Twitter: @CNHKeyclub*
- *Youtube: CNH Key Club*
- *Instagram: @cnh_keyclub*



GRAPHIC DESIGN

This is probably the most challenging part of creating a newsletter! However, it actually isn't as hard as you make it out to be. Some general tips to follow are...

- *Limit each issue to having only **3-4 fonts***
 - *I suggest using one for titles, one for sub-headings, and one for body text.*
- *Create a color scheme*
 - *Choose 2-3 colors that are complementary or utilize a hue to create fluidity in every issue.*
 - *Take advantage of the color wheel to see what colors match complement each other.*
 - *Having a color scheme can really pull a newsletter together, so I highly recommend implementing one.*
- *When doing articles and visuals, I recommend having **one main central photo**. It makes the page look better and gives you something to base your page around.*
- *Play around with the transparency of images! It can really add variety to your newsletter and allows you to put text on top of photos.*

For a more detailed guide to graphic design, refer to the [Graphic Design 101 Manual](#).

LOOKING FOR INSPIRATION

*At some point in the term, you're going to reach a creative block, and that is okay! It is perfectly normal to not have an inspiration. When that happens, there are so many resources to take inspiration from, but **DO NOT PLAGIARIZE**.*

- *Issuu is an amazing publishing platform to find inspiration from. Many other divisions and clubs publish their newsletter there, so look around and see what you like!*
- *Pinterest has many amazing resources to look at. Search up keywords like "Layout Design" to find a lot of templates for pages!*
- *Canva also has thousands of templates that you can follow! However, please don't use canva since there is a limited font choice.*

SUBMISSION GUIDELINES

MAKE SURE TO COMPRESS YOUR FILES FIRST!

- Send to **CNH Newsletter Archive**
 - cnh.newsarchive@gmail.com
- Carbon Copy (CC) LTG and Region Advisors
- Subject Line
 - D## News
- File Name
 - D##_DNEWS_[Month Digits]_1920
 - Remember that newsletters are proactive submissions, so the newsletter you submit in June should be for July.

FINAL REMARKS

*This concludes the Newsletter Production 101 Manual. I hope that you found this helpful! **Remember, you are not limited to all the components listed here for your newsletters.** You can always make additions how you see fit for your own audience. I know that creating newsletters may seem daunting at first, but once you get the hang of it, it becomes really simple and fun. If you have any further questions, comments, or concerns, please do not hesitate to contact me through email (cnhkc.dne@gmail.com).*

THANKS FOR READING!