



**HOW TO WRITE EFFECTIVE**  
**& ARTICLES**  
**TAKE COMPELLING**  
**& VISUALS**

\*And some reminders for editors!

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# What is an ARTICLE?

Articles are a great way to **reflect and remember events that members attend!** No matter where you are in your Key Club journey, **anyone is able & allowed to write an article.** If you were selected by your club editor to write an article, congratulations! (If your club editor didn't request an article from you, you are still allowed to write articles and submit them.) You have the honor of representing your club and your article might be **highlighted in your division's newsletter or the District Newsletter!**

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## STEP 1: ATTEND THE EVENT!

(A.K.A. The most important step)

**You can't write an article without actually attending it.** Be sure to look around and keep in mind details that will be important in the future.

- While you're there, you can also *take pictures*. Editors would highly appreciate any photos they get.
- If you want, you can also take notes of the event, so you don't forget anything.

## STEP 2: WRITE THE ARTICLE!

Now you can start! Use your notes if you have any or even look at the photos you took to describe the story behind them. **Be as creative** as you would like and write it however you would like! When writing, make sure to write with proper spelling and grammar.

## STEP 3: SUBMIT YOUR ARTICLE!

Submit your article and visuals to your club editor. Contact your club editor on how they would like for you to do so. This can range from emailing or simply texting through social media.

**Don't know where to** *start?*

Continue scrolling to get a cheat sheet on writing articles!

# Guiding QUESTIONS

**WHO:** Who was at the event? What club are you from? Were there other clubs/divisions/organizations attending?

**WHAT:** What did you do there? Give your audience a thorough runthrough! The *what* should be the main part of your article.

## USE THE 5 W's

## WHO, WHAT, WHEN, WHY, and WHERE.

**WHEN:** When did this event place? Was it a Christmas themed event that took place in July? Was it an overnight event? Be brief here!

**WHY:** Why did the event take place? Was it a service event? Was it a DCM? Why did members attend?

**WHERE:** Where did the event take place? What was the atmosphere, location, weather like? Set the setting!

**NOTE:** To editors, please do not expect your members to know how to write an article without giving them guidance. Be sure to send them either this manual or give them any guiding questions to help them get an idea of what you want from their article.

## Bonus QUESTIONS

- Was it a fun event?
- What was your favorite part of the event?
- What were your main takeaways from the event?

# MISCELLANEOUS MATERIAL

Below are more topics and ideas to help you write your article!



**KIWANIS:** How did Kiwanis play a role in the event? Kiwanis deserve recognition for all they do for us Key Clubbers!



**RESEARCH:** For events that a typical reader wouldn't understand, be sure to provide background information and interesting facts! Knowing the history can encourage members to attend future events.



**QUOTES:** Quotes can be a short excerpt of anything someone says. These tend to be more personal and are a great addition to articles. Quotes can be separated from the article so they can be placed in newsletters in a stylistic choice.

**WHEN:** When did this event place?

**WHAT:** What was the event? What did you and other attendees feel?

## Library Opening by Jordan Santa Ana | Division 15 North, Etiwanda Key Club

On Friday, August 19 of 2022, I went to the Library Opening Event for Key Club after school. Many of the staff were stressed about the start of school and wanted to organize the library making it welcoming. As soon as I entered the library, I was greeted by the librarians and all the good energy encouraged and gave me strength to help out. I never knew I could feel this good about helping someone out even if I didn't know them. A fun and awkward moment I remember was me sitting in the J building hallways waiting for someone with the key for the elevator to take the wagon of books to the upper floor. Even while us members were doing our best to be helpful, we were still finding our own fun and enjoyed it overall. I strongly believe us Key club members were the best to assist the staff, we helped out efficiently and relieved most of their stress. Even in a short amount of time, we had fun, got stuff done, and enjoyed the cool air instead of the hot sun. I highly recommend going to this kind of event, it is a great way to bond with your friends and staff, and to make your school a better welcoming place for incoming students.

EXAMPLE

**BONUS:** What were your main takeaways from the event?

BEE sure to credit the writer!

# What are VISUALS?

Visuals are images from any events that you attend. Articles and visuals go hand in hand, so be sure to have visuals for your article. (Or the other way around.) Yes, there are such thing as *bad visuals*... After going through this section of the manual though, I'm confident that you'll successfully and easily take visuals that are **compelling and effective**.

## equipment

Phone!



Camera!

## Take PICTURES OF...

- **Candid** photos of members doing **service** in action
- Shows **face**
- **In focus** scenes

## BAD EXAMPLES



Cute smiles, but posed photos are not preferred!

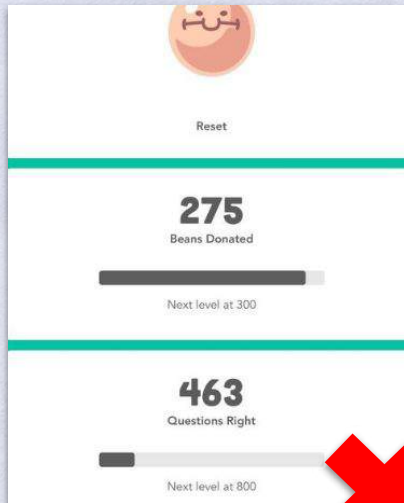
This doesn't show members participating in service.



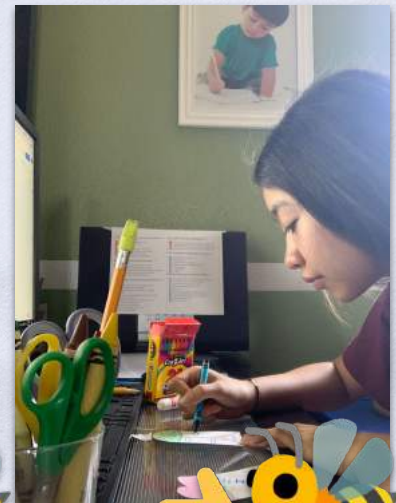
# GOOD EXAMPLES



# ONLINE/AT HOME SERVICE EXAMPLES



Doesn't show what is going on. Not a compelling visual.



These two are good photos of members doing at home events. Shows their faces and them actively doing the service.

## REMINDEES FOR EDITORS

### TO DIV. EDITORS:

Articles & Visuals are due on the **15th at 6PM local time, MONTHLY**, through the Google Form.

- You must submit a minimum of **3 articles & 3 visuals**.
- Articles & Visuals Google Form [HERE](#)

### TO CLUB EDITORS:

Articles & Visuals are due to your Division News Editor by your **respective deadline**.

- If you do not know your Division News Editor's deadline or way of submission, please contact your Division News Editor.



tips on

## GETTING MORE A&V SUBMISSIONS

### TO DIV. EDITORS:

#### THANK YOUR SUBMITTERS

If your division doesn't receive a lot of submissions, you can **dedicate an area/page/spread to thank the individuals who submitted.**

#### EXAMPLE

#### RECOGNIZE YOUR OFFICERS

If your division typically receives an efficient amount of submissions to send off to the District, it's always a great idea to **encourage officers to submit early/on-time through recognition.** As said, you can dedicate an area/page/spread to thank the officers (this can apply to editors and other positions that have deadlines to meet) who submitted.

#### EXAMPLE

#### EDUCATE MEMBERS

Create a post educating on what articles & visuals are for your Division/Division's clubs to post on their social media accounts.

- Be sure to state:
  - All submissions have the chance of being **featured in the District Newsletter.**
  - All submissions go toward their **MRP status.**

### TO CLUB EDITORS:

#### THANK YOUR SUBMITTERS

Thank and recognize them at club meetings or on your club's social media accounts.

#### EDUCATE MEMBERS

Teach members about articles & visuals at club meetings. Create an educational post for your club's social media accounts.

- Be sure to state:
  - All submissions have the chance of being **featured in the District Newsletter.**
  - All submissions go toward their **MRP status.**

# ACKNOWLEDGEMENTS

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