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New York District’s mascot Nyck (bottom) and myself (top) during this year’s Summer Board weekend.
Hello there, beautiful officers!

If you are a club editor, webmaster, marketing or public relations officer, etc., then this is the handbook for you!

My name is Alyssa Famolari and I am more than honored to be your District Editor for the 2015 – 2016 service year! I recently graduated from Binghamton University (future Syracuse University graduate student!) and I cannot help but look back at the fantastic Circle K memories I have from there. From being an active member for three years to club editor for two years, I realized the positive impact this organization had and still has on me and I want to give back to our district in the best way that I can – as your lovely District Editor.

I am going to be honest when I was club editor, I did not realize what was the position’s full potential. At times, this position can be overlooked because the title is not as significant as president, but do not let that get in your head because your position is just as important! If it were not for you, there would not be event promotions, social media outlets, marketing, and club publicity! You are in charge of the key elements of building a strong club and active members.

With that being said, I hope that this resource helps you be the best club officer you can be (too cliché?). Throughout the rest of the handbook, you will find a detailed outline of your officer duties, training for your position, Brand Guide 101, helpful tips, and a million templates (that might be an exaggeration). Now, I know this is a bit overwhelming and intense. Remember, I am here for you and will walk you through this handbook page-by-page, if need be. Seriously, call me; beep me, if you want to reach me. I would say you could page me, but it is not 2002 anymore.

It is time for me to leave you cuties with a little wisdom. Holding a leadership position comes with a lot of responsibility, stress, and sleepless nights. Do not let those moments cloud your reasons for joining Circle K and never forget why you became a member. You are a student volunteer first! Have fun with this position, make the Brand Guide your own, and enjoy this year!

Good luck with everything and do not hesitate to reach out to me whenever you need to! I am here for you, boo boo.

With all of the love in her heart,

Alyssa
Where Are Ü Now

www.facebook.com/alyssa.famolari

Alyssa Famolari
AllHailKanye

When I grow up, I want to be Kanye West
wakaflocka-flame.tumblr.com

3,517 TWEETS 86 FOLLOWING 106 FOLLOWERS

www.twitter.com/allhailkanye

www.instagram.com/allhailkanye

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Officer Responsibilities

This section is going to provide you with a detailed breakdown of your responsibilities as a club officer. I have decided to incorporate editors, webmasters, and public relations officers. So, some duties might overlap depending on what positions your club offers.

EDITOR

• **Yearly Duties**
  - Fulfill any and all requests provided by the club president
  - Familiarize yourself with the Brand Guide
    - It will become your new best friend
  - Develop a template for newsletters, flyers, posters, cover photos, and PowerPoint
  - Maintain and update your club’s social media and website
    - Try to post to your social media at least twice a week
  - Publicize your club through social media, word of mouth, newsletters, posters, and flyers
  - Recruit and retain new club members
  - Attend as many New York District events as possible
    - District Large Scale Service Project (DLSSP), New York Speaking (NYS), and District Convention (DCON)
  - Promote Circle K events and encourage club members to attend
    - This includes division, district, and international events
  - Encourage leadership
    - Make sure you find a successor, if you are not re-running

• **Monthly Duties**
  - Fulfill any and all requests provided by the club president
  - Attend club’s executive board meetings
  - Communicate with your Lieutenant Governor, District Editor (me), and fellow New York District members
  - Publish and distribute monthly/bi-monthly/quarterly newsletters
    - Get your members involved by having them write about their experiences at past events and in the club
    - This is a great way to promote your club, especially at tabling and recruiting events. Newsletters show other what you have done, are doing, and are capable of doing
    - Also, be sure to send them out to local Kiwanis and Circle K clubs, since they might be able to attend an event
  - Attend Kiwanis Family events
    - Reach out to your counterparts for Kiwanis and Key Club
Officer Responsibilities

**Weekly Duties**
- Fulfill any and all requests provided by the club president
- Attend club’s general body meetings
- Reach out to members to write articles for your newsletter
- Maintain and update your club’s social media and website
- Take photos at events and meetings
- Communicate with your fellow executive board members
- Continue publicizing your club, especially through flyers and social media
- Be a great source of information for general members

**Yearly Duties**
- Fulfill any and all requests provided by the club president
- Maintain and update your club’s social media and website
  - Try to post to your social media at least twice a week
- Publicize your club through social media, the website, and flyers
- Recruit and retain new club members
- Attend as many New York District events as possible
  - District Large Scale Service Project (DLSSP), New York Speaking (NYS), and District Convention (DCON)
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- Fulfill any and all requests provided by the club president
- Maintain and update your club’s social media
  - Try to post to your social media at least twice a week
- Publicize your club through social media and flyers
- Recruit and retain new club members
- Attend as many New York District events as possible
  - District Large Scale Service Project (DLSSP), New York Speaking (NYS), and District Convention (DCON)
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  - Be a great source of information for general members

You might notice that these three positions overlap in a bunch of ways. There are schools that have only one of these officers and there are schools that have all of the above. For the lone wolves, please do not feel overwhelmed. I know it is a lot of work and pressure, but I am here to help you with it all! Do not hesitate to reach out to me whenever.

The important thing is to collaborate with your board members, especially when it comes to social media. That is going to be your most important outlet this year. Please, use it to the best of your ability!
Brand Guide 101

What is Brand Guide (BG)?
The Brand Guide is your new best friend. It consists of all of the fonts, colors, techniques, and rules associated with Circle K International’s publications.

Why is it important?
Circle K International wants to create a uniform look. It can easily be a hot mess if all of resources look completely different from one another.

What needs to follow BG?
For the most part, newsletters will follow Brand Guide. While it is recommended that your flyers and websites follow these rules, it is not mandatory. However, I do suggest using some of the graphics, such as the stripes and logos.

Should I read the entire guide?
Yes, booboo. I know it is overwhelming, believe me. But it is completely worth reading a few times. Yes, read it multiple times. Only a few pages will be useful for the remainder of the service year, but there are helpful tips towards the end the guide. For example, there are club swag ideas (t-shirt designs, cover photos, etc.)

Is there a right way to use BG?
There is no right way! You have complete freedom when it comes to this. You cannot necessarily learn Brand Guide. It is all about practicing with it and figuring out what you like and do not like. It is a lot of trial and error, to be honest. For example, you will find out what textures you love and what textures you would not touch with a ten-foot pole.

You can view the Brand Guide at [http://goo.gl/o9z45D](http://goo.gl/o9z45D)

Download all of the graphics here: [https://goo.gl/5255uQ](https://goo.gl/5255uQ)
**What should my newsletter contain?**

1. Front Page/Banner
   a. **Front Page:** Consists of the issue’s title and number, Circle K International (CKI) logo, club logo, and a photo of an event that is featured in the newsletter
   b. **Banner:** Consists of the publication’s title, issue number, and a CKI or club logo
2. Table of Contents
   a. The second page and filled with the numbered pages for each article/section
   b. It makes it easier for readers to know where to look for information
3. Articles
   a. **Events:** Try to have at least one to two articles written about past events
      i. Stray away from having executive board members write the articles. Focus on general members writing them to promote involvement
      ii. Have one to two members write an article about each event. Each article should be no more than two paragraphs long
   b. **District-Related:** Promote district-wide events
      i. Encourage members to register for events, such as District Large Scale Service Project (DLSSP), New York Speaking (NYS), and District Convention (DCON) through promotional articles
      ii. Create a BuzzFeed type of article and write a “7 Reasons to Attend DCON”
      iii. Also, promote events within your division. Feel free to reach out to your Lieutenant Governor for the list of upcoming events. This is a great way to increase inter-clubbing within your division
   c. **Club-Related:**
      i. Use this time to write about things that will better your club, such as dues
         1. Your treasurer could write a “10 Benefits from Paying Dues” article
         2. Also, the secretary could write an article explaining to members why they should attend events (MRF and reaching district goals)
      ii. You can also write articles that will help your members outside of CKI
         1. Publish stress-relief tips during midterms and finals weeks
         2. Create a list of the 5 best places to eat or study on campus
4. Contact Information
   a. Be sure to include the executive board’s names and emails on the back page
5. Spotlights
   a. **Event:** Each newsletter needs an event spotlight (no more than 1 paragraph)
      i. You and your president will decide which event had the largest impact since the last newsletter was published
      1. For example, it could be an event that raised a large amount of money or performed a great amount of service hours

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**It is not that hard!** Publishing a newsletter might seem intense at first, but trust me; it is not as bad as you think it is. The hardest part is creating your first template. The moment you found your perfect template, it is smooth sailing. After that, literally all you will need to do is copy, paste, and change a few pictures.
Newsletter Necessities

b. **Member:** Each newsletter needs a member spotlight (no more than 1 paragraph)
   i. Consult with your secretary to find out who the club submitted as “member of the month” for the month your newsletter will be published
      1. Write about how the member went above and beyond in the club
6. **Upcoming Events**
   a. You must have a page dedicated to the upcoming service and volunteer opportunities in your club and district
   b. All you need to include is the name, date, time, and location of the event
7. **Activity**
   a. Include a fun game or activity at the end of your newsletters
      i. Everyone loves a great crossword puzzle or quiz
      ii. Try to include an incentive with the activities
         1. For example, you can write “the first person to submit the correct answers will win a free cupcake at our next bake sale”
8. **Letter from the Editor**
   a. This goes right after the Table of Content and does not have to be long
   b. Use this time to write a few funny jokes relating to the time the newsletter is being released (stress jokes during midterms) and to give a sneak preview into what this issue is going to entail
9. **Headlines and Titles**
   a. Each page should contain a headline/title, so the reader can identify it
   b. It is also best to space out the letters for the title so it stands out more
      i. Please space out the letters if you are going to bold anything
10. **Photograph and Illustrations**
    a. **Articles:** Have each author submit a photo with their article
       i. Try to keep the photo next to where you put the author’s name that way it is easier for the reader to identify what the author looks like
       ii. For articles, choose photos that compliment the events/promotions
          1. If it is a past event article, include photos from that event
          2. If it is promoting a district event, include the official cover photo
       iii. Also, be sure to include a photo of yourself with the “letter from the editor”
    b. **Photo Resolution:** Make sure all of the photos you use are high resolution
       i. Flickr has great images that are high resolution
11. **Pull Quotes**
    a. You know how magazine articles have one mini-quote in large, bold lettering that grabs your attention? You are going to the same thing for the newsletter
       i. Take a short and fantastic quote from the article and create a pull quote
       ii. Place the large quotation mark graphic on the bottom and top of the quote to draw even more attention.

"Pull Quote Example"
Newsletter Necessities

How do I distribute it?

1. Social Media
   a. **Issuu:** Create an Issuu account, if you already do not have one
      i. Upload all of your newsletters here, since this website is a very easy way to post the publication to any social media outlet
      ii. Also, upload your club’s meeting minutes to this account to create more traffic to it
   b. **Facebook:** Post the Issuu link to your club’s Facebook page and/or group
   c. **Website:** Have a section on your club’s website dedicated to newsletters

2. In-Meeting Distribution
   a. Print out a few color copies of your newsletters and pass them out during your club’s meetings and events. This is a great way for members to read them

3. Club E-Mails
   a. I am sure that your club president (or someone else on your e-board) e-mails the members in your club. Have that person add a small blurb and link to your newsletter in the e-mail

4. E-Mail to District Editor (That’s me!)
   a. In all of my e-mails, I promote all of your newsletters to the rest of the clubs
   b. This also gives me the opportunity to give you feedback on your newsletters and look at your club’s upcoming opportunities

5. Send them to your local Kiwanis and Key Clubs
   a. This is the perfect way to initiate K-Family relations
   b. Fellow Key Clubbers and Kiwanians have the opportunity to see what your club is capable of. You never know, they might even attend one of your upcoming events, which will make your event even bigger!

How often do I publish a newsletter?

1. It Depends
   a. **Monthly:** If your club does a lot of events and you believe that you will have the time to publish a monthly newsletter, then this is for you
      i. Personally, I recommend this one because it gives the members a chance to get involved in more ways than just service
   b. **Bi-Monthly:** This is great if your club does a lot of the same events, but you are a bit of a busy bee
   c. **Quarterly:** If your club is not as active as you wish, this might be your option (this would be 4 newsletters per service year)

2. **It is required to have at least 2 or 3 newsletters published by DCON**
Uh... CMYK or RGB?

1. CMYK vs. RGB
   a. **CMYK**: this is the color-coding for the Brand Guide that is typically used when you are printing something out, such as letterheads
   b. **RGB**: this is the color-coding for the Brand Guide that is typically used when you are distributing something that is going to be on the Web
   c. To be completely honest, I recommend using the RGB color-code for everything you make because the odds are that everything is going to be online
# Social Media

## DO
- **Schedule** a monthly calendar for posts
- **Be consistent** with messages – develop a club personality
- **Engage** – consistently post to your networks
- **Build** a very strong social network filled with members that will share news/events
- **Listen** & respond to your members’ questions & feedback in a respective & timely manner
- **Embrace** some of the negativity – it makes you more credible
- **Promote** all of your club meetings, events, & fundraisers on all social media outlets
- **Proofread** your posts at least three times before posting
- **Create** or take unique images & graphics as often as possible
- **Have fun** with it
- **Communicate** with other clubs & divisions in New York District
- **Utilize Brand Guide** in as many graphics & flyers as you can, i.e. fonts & color schemes

## DON’T
- **Sell** your club – use social media to educate, inform, & entertain members
- **Be generic & bland** – make your posts individual, funny, entertaining, & unique
- **Overwhelm** followers with a bunch of information at once – choose to highlight valuable information
- **Use negativity** – avoid using negative words & being rude
- **Rely** on one social media outlet – while it might seem easier to only run one profile, it limits your club & the audience you can reach with promotion
- **Campaign or endorse** candidates within Circle K International – it is fine within your university, but that’s it
- **Emphasize executive board** – include all members as often as you can by tagging them in photos or tweeting them
- **Stress** over running social media – enjoy it because it really is a lot of fun

## How Often Should I Post On Social Media?
- **Multiple times a day.** Space it out well since people generally tweet a lot
- **Everyday or every other day.** Those hashtag day challenges are perfect to do
- **No more than once or twice a day.** Do not overwhelm followers (every other day is best)
Website Development

1. **Do your research**

Does your club already have a website? You would be surprised at how many clubs do not know that they have a fully developed club website that is just a little outdated. For some reason, the username and password became lost during executive board transitions. I have created a spreadsheet of all club websites, so if you want to know if your club has a website already, feel free to contact me immediately!

Instead of just creating a new website, look into either recovering the lost account or having it removed. You can easily contact the company the website was created through for the account information or to have it taken down. I suggest pushing for an account recovery because all you will need to do is update it. You can always contact past e-board members.

2. **Use free websites**

The easiest way to create a free website is to use the one linked to your school’s club website page. For example, Binghamton University has B-Engaged. While you might not have as much layout freedom as you could, it is very easy to upload necessary documents, promote events to your campus, and post relevant information.

Another option is to develop your own website through free sites, such as Weebly, Nordpress, and Wix. The great part about these domains is that they do not require coding. Also, they feature a bunch of tutorials and helpful hints for novice learners. Personally, I like this idea the most because you have more freedom. You can choose free themes for your website, choose a color and font scheme, and have more fun with it. Remember, it is more time-consuming!

Maintaining a website is definitely a lot of work. If you do not think you can handle this much work with your responsibilities, please reach out to your club president and myself. I am more than willing to help. Also, your club might seek out for a webmaster who can take this responsibility and stress off your hands!
Website Development

3 Update regularly

Do you like it when someone tells you to go look for something online, but it is not up there when you check? No, right? Well, your members do not like it either. So, be sure to update your website whenever your club is making any executive board changes, fundraisers, etc.

As cliché as it might sound, a planner is your best friend. Use Google Calendar, if you need to. By the first two to three weeks of school, you should know your schedule for the semester. Choose one day and time of the week that you will be free to update the website. As long as you are consistently maintaining it, updates should not take more than twenty minutes.

Be sure to only include important and necessary information. Great things to include are executive board contact information, a calendar of upcoming events, club newsletters, meeting minutes, and a ‘Join Now’ or ‘Contact’ section. For this section, this is where prospective members can email your club for more information on Circle K.

4 More content ideas

You can include an ‘About’ section that explains Circle K International’s and/or your club’s mission statement. Try your best to feature examples and photographs of past service projects, fellowship events, and fundraisers on your website. This is going to be a fantastic outlet for current and prospective members to really see what your club is capable of. Show them how amazing and fun you guys truly are!
Publicity & Promotions

Social Media

• Facebook
  o This is going to be one of, if not the most, important publicity and promotional outlets you will be using this service year
  o Everyone and their mother is on Facebook nowadays, so this is the place to create Facebook events and invite everyone you know to them
  o **Incentive:** As a way to help expand your Facebook audience, I will be allotting each club $5 worth of Facebook promotion for their events
    ▪ It might not seem like a lot of money, but it actually goes a long way
    ▪ **TWO WEEKS** prior to the event you would like promoted, reach out to me and we will work out the rest of the details together
    ▪ Do not promote bake sales and Relay for Life. Utilize this money for your own large fundraisers or service projects that you want people to go to

• Twitter
  o Your tweets should focus on quick updates, such as meeting information, event dates and times, elections results, etc.
  o Follow The Thirst Project and Eliminate Project to retweet information from them regarding facts and ideas
  o This is a great outlet to communicate with other clubs in the district, clubs on your campus, and your own members
    ▪ Something as silly as favoriting a member’s tweet can make him/her stay as a member and possibly bring more friends to join

• Instagram
  o Hashtags are this year’s reason to live, so make them work for you
    ▪ Create a hashtag for your members to use and then feature their photos in slideshows at your socials, repost them on Instagram, etc.
  o Promote your events through high resolution graphics and photographs
  o Bake sales can thrive off Instagram
    ▪ Who does not love a beautiful close up of a perfectly iced cupcake?

• Snapchat
  o Create Geofilters for your events! (Submit it a month before your event)
  o A way for members to see fundraisers/service projects from other perspectives
Publicity & Promotions

Flyers, Posters, and Tabling

- **Flyers**
  - The least amount of words, the better
    - Sadly, reading has become a chore for most people, so keep it short and sweet. Try to convey your message as quickly as possible
  - Answer these questions:
    - What’s the name of the event?
    - Where is the event?
    - What time is the event?
    - Is it free? If not, how much is it?
    - Where does the money/service project go? (If applicable)
    - Why should you attend?
  - Flyers are all about the visual – it needs to be appealing
    - Amazing photographs and graphics are your best friends
    - Funny lines that catch your eye are fantastic
  - Use capital letters, bold lettering, and no more than 2 to 3 colors
    - But easy on the capitals and bolding (nothing too obnoxious)
  - Placement and distribution is key
    - Find members who are willing to hang up a handful of flyers in their dorms and/or dining hall
    - Hang them up in high traffic areas, such as the library and lecture hall
    - Quarter sheets are very easy to hand out to people while tabling

- **Posters**
  - Same as flyers – short and sweet
  - Visuals are bae, so make them look colorful while being informative
  - Remember, posters are for people to skim and get somewhat of an idea
    - You want people to ask you more about your club/cause. You do not want them to read everything they need to know off the board and walk away

- **Tabling**
  - Push your table about **two to three inches** in front of all of the other tables
  - Stand up and in front of your table to grab the attention of people passing by
  - Hand out something memorable (free food or gifts always works)
SERVICE AUCTION
HOSTED BY: CIRCLE K

ALL PROCEEDS GO TO PROJECT ELIMINATE
Kiwanis eliminating maternal/neonatal tetanus
Kiwanis | unicef

Bid on a fellow student and WIN their SERVICES for yourself!

FREE ENTRY
Old Union Hall
Wednesday, Nov. 19th
6PM-8PM
$5 Bidding Tickets
Creativity Stations: Henna, Face Painting, Mural, Painting & More

Learn more about project ELIMINATE here:
Raise funds to ELIMINATE maternal and neonatal tetanus worldwide!

Flyer example provided by Binghamton University Circle K
BELGIAN WAFFLES

PLAIN OR PUMPKIN

WITH WHIPPED CREAM
CHOCOLATE, CARAMEL, STRAWBERRIES, BANANAS

OR OUR SPECIAL PUMPKIN SAUCE

TUESDAY 11.18
1-4PM SAC LOBBY

Flyer example provided by Stony Brook University Circle K
Email Professionalism

Individual Email

• Greetings
  o This all depends on the formality of the email
    ▪ If you are emailing someone you’re very good friends with, you can be informal
      • For example, “What’s up, Alyssa?” or “Hey, Alyssa” or my favorite, “Hey there, hot stuff. Can I have your number?”
    ▪ If it is to someone high up, an adult, Kiwanian, etc., please be formal
    ▪ Address the person by their full name
      • For example, “Good afternoon, Ms. Famolari” or “Hello, Ms. Famolari”

• Body
  o Try to stay on topic and be concise the entire time
  o Do not use large block paragraphs
    ▪ Break them up so they are easier to read/skim through
  o Feel free to bold anything of immediate action or importance

• Signature
  o This is the last impression the person has of you
  o The best way to end it is to say the following:
    ▪ “Sincerely, Alyssa Famolari”
    ▪ “Best, Alyssa Famolari”
    ▪ “Yours in Service, Leadership, and Fellowship, Alyssa Famolari”
      • This only works in Circle K related emails
  o Use your school and graduation year information, as well
  o I have included my own Circle K and general email signatures as an example

Try your best to respond to any emails within 1 to 2 days of receiving them. If you are going on vacation, set an automatic response to let the sender know you will not be able to answer until a certain date.
Email Professionalism

Club List-Serv Email

• MailChimp
  o Using this email service is just a suggestion, but it is very helpful
  o Personally, I use MailChimp for my District Editor emails
  o Pros:
    § Create unique, colorful, and fun emails
    § Time when future emails are sent
    § Monitor who on your list-serv is opening and receiving your emails
    § See which emails perform better than others
  o Cons:
    § Takes a little bit of time to get used to and develop the best template
    § Emails are sent to receiver’s promotions tab, so you must warn them
  o You have the option of creating your own email templates or using a premade template from MailChimp

• Content
  o Your emails should be as concise as possible, especially with college students
  o Bold and/or highlight anything that is very important and time-crunching
    § Never have large block paragraphs because chances are that most people will skim over it and not read them – break up the paragraphs
  o Include the dates, times, snippets of information for upcoming events
  o Promote district-wide events, newsletters, and meeting minutes
  o Link to social media profiles and club website

If you are not using MailChimp, be sure to BCC your members when you send emails to the entire club. It not only respects everyone’s privacy, but it also prevents from seeing a million emails before the actual email.

Be careful who you BCC and CC in your emails. It wouldn’t hurt to triple-check who and what you are sending. You never know what could be sent!
As a club editor, webmaster, or public relations officer, you have quite the responsibility this year. You could be publishing a newsletter, developing a website, and/or managing multiple social media outlets. Regardless of the task, you are such an important member on your executive board and do not ever forget that, my love.

Some people might consider this as a not-so-important position, but that is not true. YOU hold your club’s recruitment and expansion potential in your hands. I know all of you are more than capable of taking your clubs to a level that it has not yet reached and I cannot wait to be a part of that process and progress.

Yes, you have a lot of responsibility, but you are by no means alone. You have your dedicated members of your executive board, your division’s Lieutenant Governor, and most importantly, you have me! I was in your shoes and I know how overwhelming it can get.

Let me throw in one more cliché before I finish this handbook: there are no dumb questions. Ask me anything. Need help with your newsletter? I am here for you. Cannot get access to a past social media profile? I will help you. Having boy or girl trouble? Baby boo, I got you! I am expecting to basically be best friends with each and every single one of you by the end of this service year. 😊

Congratulations on being elected or appointed as an officer of a Circle K International club executive board! You are intelligent, amazing, and well deserving of your position. I have just one request. Do not forget why you joined Circle K International. It is very easy to get caught up in the leadership aspect of this organization. Just remember that we are here to make new friendships, gain worthwhile skills, and serve others!

Stay classy,
Alyssa Famolari
District Editor

I, ____________________ of the ____________________ Circle K club, am able to fulfill all of the duties set forth for me as CLUB EDITOR/CLUB WEBMASTER/CLUB PUBLIC RELATIONS (circle one) in the 2015 - 2016 service year.