



Sharing Information: Club Bulletin Committee

An important aspect of administering the club is sharing information with club members. Rotarians who are informed are more likely to take an active role in club activities and projects. In addition to making announcements at weekly club meetings, pertinent information can be communicated to club members through the club bulletin and *THE ROTARIAN* (or an official Rotary regional magazine).

Club Bulletin

Your club's bulletin is a valuable resource for providing club members with important information. Use the club bulletin to

- Provide a schedule of upcoming club activities
- Discuss club goals, plans, and projects
- Report highlights of various club, district, and other meetings
- Foster fellowship by highlighting special events in members' lives
- Address critical issues facing the club and Rotary International

It is important for those charged with producing the club bulletin to maintain regular communication with other club committees and club leaders to ensure that all club issues and activities are adequately discussed and publicized.

- In producing the bulletin, it is important to include regular features that provide club members with news of club and committee activities, membership development information, anniversaries and birthdays, and district and Rotary information.
- Incorporate photos of club members and events to gain reader interest.
- Mention as many members as possible throughout the year.
- Position headings, text, and pictures in a visually pleasing manner.

Word processing or desktop publishing software can be ideal ways to produce the club bulletin. Also, consider sending the club bulletin to club members by e-mail or producing an online version of the club bulletin to post on the club's Web site.

Sources of information for the club bulletin can include:

- Club board members and committee chairs
- The governor's monthly letter
- *Rotary News Basket*
- Club, district, and Rotary International meetings
- *THE ROTARIAN* or Rotary regional magazines
- *Rotary World* and other Rotary International publications
- RI Web site, www.rotary.org

Club Bulletin Guidelines

- The club bulletin should be published weekly.
- Its purpose is to provide club members with information that
 - Stimulates interest
 - Improves attendance
 - Announces the programs of upcoming meetings

- Relates highlights of previous meetings
- Promotes fellowship
- Contributes to the Rotary education of all members
- Reports news of the club, its members, and the worldwide program of Rotary
- It promotes district activities.
- The RI Board suggests that a club member with newspaper experience give assistance in contributions and suggestions regarding the club bulletin, but should not be called upon to edit the club bulletin.