

Y'S  
MEN  
INTERNATIONAL



# Bulletin Editor's Manual



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Y'S MEN INTERNATIONAL, 9 AVENUE SAINTE-CLOTILDE, 1205 GENEVA, SWITZERLAND

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c/My Docs/M&B/BE Manual





## YOUR INPUT IS REQUESTED

If you have any suggestions on the content of this manual—or ideas for additional sections—please contact IHQ ...

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## PREFACE

This manual is intended to help you as editor to create a good bulletin, newsletter or magazine. We use the term “bulletin” to cover all three, even though some make distinctions between them. Normally a “newsletter” is seen as a simple tool of communication while a “bulletin” is seen as somewhat more elaborate and a “magazine” as even more elaborate. However, in some parts of the world these definitions are not valid and therefore, instead of trying to differentiate, we use the term “bulletin” in its wide sense.

The manual includes material produced by several people or groups over the years. Most of the material is geared towards Club Bulletin Editors but many of the ideas can also be used by editors on District, Region and Area levels.

The first section outlines the aims of a bulletin and gives some helpful tips and the second section provides additional ideas.

Some Areas give awards for the best bulletins, while others call bulletins which reach a certain standard “Honour Bulletins”. The third section of the manual gives general ideas on Honour Bulletins and Appendix I shows a points system developed in the U.S. Area. These ideas about bulletin content are appropriate even for Areas where awards are not used.

Appendix II provides further Club Bulletin Guidelines

Rolando Dalmás  
International Secretary General

April 2002

**6** Include news of other Clubs in your Region *and* from other parts of the world. It's fun seeing your Club mentioned in other bulletins—they feel the same way!  
How do you get started exchanging bulletins? **EASY!** Write to your Regional Director and let him/her know what part of the country or which countries you're interested in. You'll be glad you did.  
If you prepare your bulletin on a computer then exchanging bulletins is easy by email.



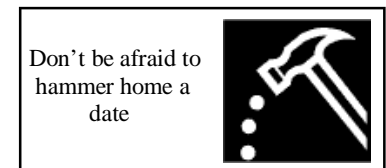
*Don't forget to put on the correct postage for the country to which you are mailing. We recommend airmail and*  
**USE COMMEMORATIVE STAMPS**

**7** Get your facts straight! *Check dates* in other people's articles—they may not have had time to do so. *Check spelling* of names—you're annoyed when your name isn't right, aren't you?

**8** Don't be afraid to *repeat dates* and times and places in your bulletin. You read every word because you either wrote it or edit others' stuff. However some (sorry, but it's true!) only scan it and need to have important matters laid in front of them more than once.

**9** A word about the reproduction process. If the members, their spouses and prospective members can't make out what you write it's a waste of time and effort. If you use photocopy make sure it's dark enough and that sheets aren't wrinkled—be proud of good looking issues; have one every time!

**10** Have important dates in a box in every issue. They will then jump out of the copy and members can quickly check dates - and maybe read the rest after the meeting!

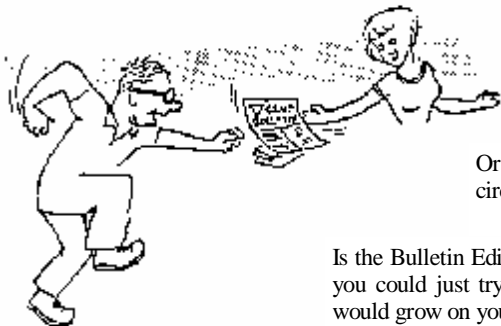


**11** People like to see their birthdays mentioned but skip the year!

**12** Illustrations help make an issue more readable. Borrow them if you're hopeless at drawing. Computer clip art is a valuable source.

*"Offset" is a fairly low-cost process worth exploring. Photocopies can be excellent but sloppy workmanship when running off copies can make good copy look bad.*

## CLUB BULLETIN GUIDELINES



Do you fuss with your spouse as to who will read your Club bulletin first?

Or do you read all other mail first, including the circulars requesting contributions?

Is the Bulletin Editor's job up for grabs in your Club? You know, you could just try your hand at it for a trial time and maybe it would grow on you—and the Club!

## HERE ARE SOME IDEAS TO HELP YOU DEVELOP BULLETINS THAT GET READ

**1** Be *regular* in publishing your bulletin. Be it the Thursday before your Monday meeting, or whenever you choose, make sure members get it on time.

**2** Include *guests' names* or even prospective guest names. Then make sure they get a copy of that issue. They may begin thinking of them selves as part of your Club!

**3** Feature the *next* meeting or Club project. What is coming is your best news! Yes, write up the last meeting, but put it on a back page.

**4** Include *spouses!* Even if your Club hasn't gone co-ed (mixed) yet, include news and jokes about the whole family. It will help the bulletin get read—and isn't that the idea?

**5** THIS IS SO IMPORTANT A GUIDELINE, WE'LL PUT IT IN A BOX!

Use members' *names* in it. It's fun to find your own name in print. Everyone feels that way! The next best feeling is seeing your family members' names in the bulletin.

Dig up news about *members & their families*. Watch the local paper. Listen to people at church and Club meetings

Keep a small card in your pocket to jot down *names* and news or leads to check up on

Swipe jokes as you find them but use *member names* in them!

Give *members* credit when they give you a titbit. We all enjoy a by-line.

**By now you should have got the message—we think *names* are vital in a bulletin.**

*Still reading? Good! Try another page*

## THINKING THROUGH THE CLUB BULLETIN

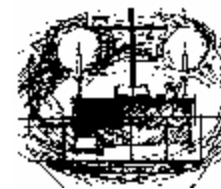
### AIMS OF THE BULLETIN

The Club bulletin is a vital part of Club life.



Its aims are:

- a. To inform—our members and neighbours:
  - calendar of events—Club, District, Regional
  - details of next Club meeting and coming events in District
  - Club announcements
  - news of Club and members, birthdays and anniversaries
  - reports
  - social events and work projects
  - committees, rosters, etc.
  - Board meeting minutes
  - Regional, Area and International news
  - YMCA events of interest
  - visits to other clubs
  - items of interest from other Club bulletins
- b. To educate:
  - history and traditions of our Club
  - basics about Y'sdom
  - our service fields (an almost endless category)
- c. To promote:
  - attendance
  - projects
  - BF, ASF, TOF, IBC, YEPP, etc.
  - all our activities—local, Regional and International
  - membership
  - conventions and conferences
  - YMCA activities and projects of relevance to Club members



- d. To inspire:
  - through Christian emphasis

- e. To provide enjoyment:

- good humour
- personal items
- biographies
- cartoons, pictures
- editorials
- quotes, etc.



### INGREDIENTS OF A GOOD BULLETIN

- a. interesting contents
- b. good reproduction on good paper—in many cases the YMCA will do the reproduction
- c. good heading—including name of bulletin and Club, Y's Men's motto, Regional/Area emblem, name and address of editor, date, number and volume
- d. hired help (expert volunteers)
- e. enough money
- f. good taste

### THE QUALITIES OF A GOOD BULLETIN EDITOR

- a. interest
- b. willingness to give necessary time and effort
- c. ability to write clearly and simply
- d. active participation in Club life
- e. knowledge of Y'sdom
- f. good humour
- g. perseverance



## BULLETIN RECIPIENTS

- a. each Club member
- b. honorary Club members
- c. prospective Club members
- d. Dinner, Lunch or Meeting visitors
- e. Regional and Area Bulletin Editors
- f. District Governor (and Lt. DG if any)
- g. Regional Director and RD Elect
- h. local YMCA staff
- i. exchanges:  
in your own District, other Clubs in the Region, other Regions, a few overseas, at least one Brother Club
- j. International President, IP Elect, International Headquarters, International Historian and Editor of "Y's Men's World", when appropriate

## HOW BULLETINS FAIL TO MEASURE UP

- a. the editor does not give the necessary time and thought
- b. the editor is uninterested and just treats the bulletin as a chore
- c. lack of quantity—very little in the bulletin
- d. isolationism—the editor does not see other Club bulletins
- e. the "wrong" person is editor and the Club President does not replace him/her
- f. the editor gets in a rut—does not realise all a good bulletin could and should do and just does the same few things time after time
- g. the editor does not set his/her sights high enough

### Element 6

4 points

### International News

article (paragraph) about Brotherhood Visits or Brotherhood Fund Raising or Time of Fast or International Convention  
3 points short statement in reference to above  
2 points calendar of events, dates, but no comment  
1 point show only the Y's Men emblem

### Element 7

4 points

### Area News

article on Area Convention or Area project  
3 points short statement about something going on in the Area  
2 points calendar, date of Area Convention or project but no comment  
1 point mention of anything interesting happening outside your Region but within the Area

### Element 8

4 points

### Regional News

paragraph on someone or something outside your Club but within your Region, e.g., Club visitation, inter-Club picnic, ball game, etc.  
3 points short statement about something occurring outside your Club but within your Region  
2 points one line of above  
1 point for *each* event or happening outside your Club but within your Region

In addition to the above, four extra honorary awards have been established for the following best of the best bulletins:

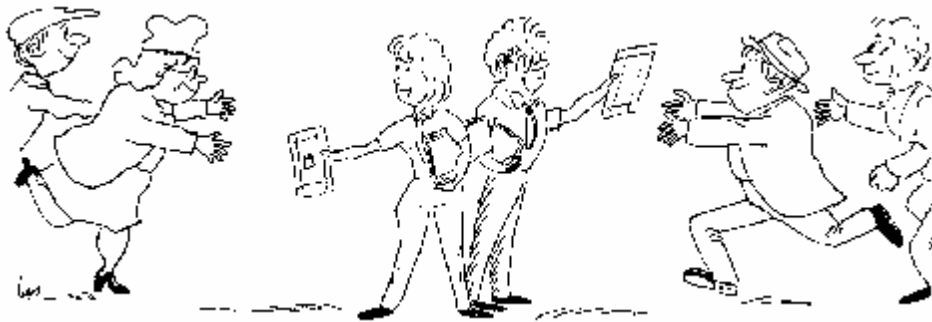
- 1) Most complete and informative (closest to 384 points)
- 2) Most professionally written—let's give credit to the editor who puts his/her heart into it
- 3) Most original bulletin—any one bulletin from throughout the year - an outstanding effort
- 4) Most punctual bulletin—the bulletin that arrives the same day of each week or month

Honour bulletins will be listed in the order of the most points attained. The first bulletin listed will be considered the best of the best.

Note:

approximately 50 words = paragraph

approximately 20 words = 1 line



**MAKE SURE *YOUR* BULLETIN IS EAGERLY AWAITED!**

**These criteria were developed for the U.S. Area but will serve as a very useful checklist for any bulletin editor.**



## CRITERIA FOR BULLETIN AWARDS (INCLUDING REGIONAL BULLETINS)

The bulletin will be rated on 8 elements, with each element worth 4 points, giving a possible 32 points per month, for a total of 384 points per year. If a bulletin is published weekly, then all 4 bulletins will be used to gain up to 32 points that month. If it is a monthly bulletin, then all 32 points must be earned from that one bulletin. A bulletin must be received each month for 10 of the 12 months, except for Regional Bulletins which must be mailed at least quarterly.

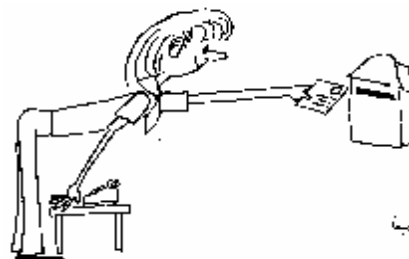
<u>Element 1</u>	<u>Commemorative Stamp</u>
4 points	commemorative stamp
3 points	YMCA/Y's Men non-profit stamp (Regional only)
2 points	YMCA/Y's Men non-profit stamp (Club)
1 point	regular issue stamp
<u>Element 2</u>	<u>Christian Emphasis</u>
4 points	paragraph, verse or scripture which is of Christian origin
3 points	2 lines relating to verse or scripture
2 points	1 line relating to verse or scripture
1 point	1 line quotation or memorable saying
<u>Element 3</u>	<u>Positive Attitude</u>
4 points	paragraph on positive happenings in your Club
3 points	brief mention of Club news
2 points	one line on Club events
1 point	use of bulletin only as minutes
<u>Element 4</u>	<u>Appearance—Heading—Bulletin Name—YMCA</u>
4 points	organised body with heading, including
	a) bulletin name
	b) name of Y's Men's Club
	c) editor's name, address and phone number
	d) YMCA address and phone number
3 points	3 of 4 of the above (a,b,c,d)
2 points	2 of 4 of the above (a,b,c,d)
1 point	1 of 4 of the above (a,b,c,d)
<u>Element 5</u>	<u>Members mentioned by name</u>
4 points	many members—or a roster of members
3 points	6 to 10 members mentioned
2 points	3 to 5 members mentioned
1 point	only 1 or 2 members mentioned

## ADDITIONAL IDEAS ON BULLETINS

The appearance of a bulletin should reflect its intent. If it is primarily intended to keep Club members informed about current events—up-to-date in fact—then it is imperative that production and distribution be done as simply and speedily as possible so that the news is still news when it reaches the members. A simple photocopy machine or even copies run off at the YMCA can suffice. However, this is not really a “bulletin”—it is a “newsletter”. Yet, humble though it may be, the newsletter still plays a vital role in most Clubs and indeed is usually what Clubs think of when they talk about their “bulletin”.



A bulletin goes out to more than just the Club members; it is the Club/District/Region/Area's *image* to other Y's Men and prospective Y's Men, to YMCA secretaries and to the community.



As such the bulletin has a vital place in the life of the Club and care should be taken to see that it is attractive and clear to all who read it. It supplements rather than replaces the newsletter. However, only a very few Clubs around the world have both a newsletter and a separate bulletin. Many Clubs cannot afford either the printing and mailing costs or the hours needed to produce a Club Bulletin. For this reason it is vital that the District, Region and Area produce bulletins that all Clubs can use.

Most Clubs try to produce a single paper that attempts to cover the functions of both newsletter and bulletin. Where Clubs meet infrequently, or where cheap and rapid printing is available, the result can be satisfactory. However, the tendency of almost all such “composite” bulletins is that sooner or later they become more like a newsletter than a bulletin, without polish or the general information about Club activities well-known to the members but not to an outsider.

Many Club bulletins are very conservative in format. While this makes them easy to write they are dull to read, and when one sees a copy lying around it is difficult to tell whether the issue is an old or a new one. To stir interest and keep the issues read, it is highly desirable to keep varying the format.



Some Clubs do this by alternating editors; others by the use of graphics and photographs. You do not need to be an artist if you have access to a photocopier; simply cut illustrations out of magazines and newspapers for future inclusion in bulletins. Very lively results can come of this practice. Computers, scanners and clip art make the task even easier and give more professional results.

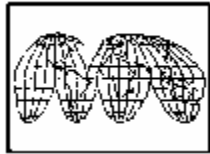
Single-page bulletins or pages stapled at the corner are the general rule, though some Clubs go in for fancy printing by commercial press. Have you considered the benefits in bulletin appearance you can get by carrying a few appropriate advertisements?





If you print your own bulletin, you can give it a more professional appearance by typing in columns.

## IDEAS FOR CONTENT



IBC news, including greeting cards from your Brother Club.

History of Y'sdom/your Club, explaining your current projects.

Job descriptions for Club Officers, so everyone knows which members are responsible for what work.

Committee reports, so everyone gets a chance to be involved in decision-making.



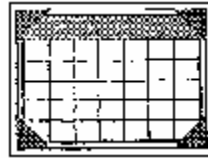
News and gossip about members, especially if funny.

A normal-sized page can be printed sideways (landscape) then folded and stapled in the same style as this booklet.



Correspondence as appropriate.

A "Club calendar" with blank spaces for members to write in coming events not already listed.



Some things to encourage active participation in the bulletin, such as a quiz, contest, games, brain-teasers or even intentional errors that members must find before the next fines session.

News from other Clubs.



Reprinted articles from International, Area, Region or District Bulletins in case someone did not see an important item.

## IF IT'S AN HONOUR BULLETIN...



It's attractive:

- has a distinctive masthead
- is varied in content and style
- has clearly printed copy

It's readable:

- keeps short and simple
- presents main ideas and urgent content first
- emphasises key words
- uses illustrations, lines, boxes or other devices to separate portions of text

It's informative:

- about past events
- about coming events
- about YMCA programmes, plans and needs

It's world-minded:

- contains news of International programmes
- contains news from other Clubs
- informs members about foreign countries
- encourages involvement in inter-Club activities and Regional affairs
- publishes addresses of the Club President and Bulletin Editor to help communication

It helps E+MC:

- appears regularly just before meetings
- thanks members for doing a good job
- informs members about new members
- regularly publishes an updated roster
- mentions members by name
- explains projects to make sure everyone—including any outsiders who read the bulletin—knows what the Club is doing, and why

And it's more:

- source of new service and fund-raising ideas
- forum for the debate of controversial issues
- bait for attracting new members
- entertaining
- inspiring
- means of self-expression for you and Club

### Bulletin Content

*Each issue:* date, editor's name and address and Club address, reports on past and future events, jokes, stories and cartoons and inspirational quotes.

*At least quarterly:* news from other Clubs, YMCA news—local, national and World Alliance.

*As needed:* conventions, reports, editorials.

### Bulletin Production

A distinctive masthead or heading will do wonders for your Club's self-image. Black, one-colour or two-colour printing of your Club's chosen design should be available locally at a price you can afford.

These days many Clubs have access to a computer and desk top publishing which makes producing a bulletin much easier but, if not, the tried and tested method of a typewriter plus cut & paste is better than no bulletin at all.

### Don't forget

- Establish bulletin dates for publication.
- Request pictures, articles and reports from members.
- Include noteworthy information, e.g., birthdays, anniversaries, promotions, business relationships and results of activities
- Use names—most people enjoy seeing their names in print when associated with something good.
- Make bulletins a priority.