

## Kiwanis Club (and Division) **Brochure** Evaluation Worksheet

100 points **Overall appearance**

- \_\_\_\_\_ \_\_\_100 – Follows the graphics standards\* of Kiwanis International  
\*(see <http://www.kiwanis.org/lit/kigraphmanual.pdf> )
- Kiwanis masthead with club name, city used
  - Correct Kiwanis logo used
  - Official Kiwanis colors used (Gold PMS 4505, Blue PMS 295)
  - Kiwanis typefaces used\*

50 points **Data requirements**

- \_\_\_\_\_ \_\_\_10 – Address of club, phone number and/or Web address  
\_\_\_\_\_10 – Time, day and location of meeting (use location only if fairly permanent)  
\_\_\_\_\_10 – Club events and projects done on a regular basis  
\_\_\_\_\_10 – Paragraph or sentence about the club (type of people who join, who you serve)  
\_\_\_\_\_10 – Paragraph or sentence about sponsored organizations and programs

50 points **Graphics and printing quality**

- \_\_\_\_\_ \_\_\_10 – Quality photo(s)\* of children (reflect the ethnic make-up of your community)  
\_\_\_\_\_10 – Quality photo(s)\* of adult faces (businesspeople, parents, young adults, seniors)  
\_\_\_\_\_10 – Quality photo(s)\* of teens (serving in some way)  
\_\_\_\_\_10 – Quality paper used (suggest white gloss)  
\_\_\_\_\_10 – Four-color process inks used (CMYK)

50 points **Brochure distribution** (receive 1 point for every percentage point – 50 points max)

- \_\_\_\_\_ A. What is the population of your community? \_\_\_\_\_  
B. How many brochures did you print and distribute? \_\_\_\_\_  
C. Divide line B by line A to get the percentage \_\_\_\_\_ %  
Explain how you distribute(d) your brochures: Chamber mixers, direct mail, business  
countertop displays, etc.: \_\_\_\_\_  
\_\_\_\_\_.

50 points **Response mechanism**

- \_\_\_\_\_ \_\_\_10 – Web site (and Web site IS current, right?)  
\_\_\_\_\_10 – Tear-off form with a dotted line to show that it can be cut or torn off  
\_\_\_\_\_10 – Club's mailing address, phone number and Web site used on the tear-off form  
\_\_\_\_\_10 – Place for the responder to write his/her name, address, phone, e-mail  
\_\_\_\_\_10 – Graphics and colors on tear-off form are consistent with Kiwanis standards\*

**TOTAL POINTS:**

\_\_\_\_\_ Total points (300 possible)

CNH Public Relations Committee: April 2006

