

USA Council Outstanding Club Newsletter Award

Each year, Serra's USA Council presents awards to the best club newsletters in each of its regions, and a single award to the highest-scoring club newsletter in the country. Since 2017, the awards have been presented at the Serra Rally in January.

Three judges around the nation review newsletter submissions and rate them on 100-point scale, where up to 60 points are awarded for quality of content and up to 40 points are awarded for quality of appearance (layout and pictures).

To submit, a club member should send the following to the Serra International office at 333 W. Wacker Drive, Suite 500, Chicago, IL 60606, ATTN: Anne McCormack, by October 15:

1. THREE copies EACH of TWO CONSECUTIVE newsletters published since September of the previous year
2. a COVER SHEET including:
 - a. title of the newsletter
 - b. name of the newsletter editor
 - c. name of the club
 - d. city and state where the club operates
 - e. name of the region (Note: USA Council regions were once numbered but will receive geographical names before the end of 2018. Clubs will be notified when this process is complete.)
 - f. a contact name, phone number and email address for the person submitting the entry

How to Craft a Great Serra Club Newsletter

- A newsletter doesn't have to be very long in order to be good. Some of the best newsletters are only two sheets. Work with your club's budget when it comes to newsletter length, color, and paper choice.
- Prominently place: Serra logo, newsletter edition, name of Serra Club, website, officers, and newsletter editor contact information
- Maintain a consistent publishing schedule
- Include a letter from the club president
- Include news from your district, region, national council and Serra International
- An interesting title is always a plus!
- Focus on useful news for your fellow club members: ample advance notice for big club initiatives, concise reviews of past events, an easy-to-read club calendar
- Include at least one page of spiritual content, written by club chaplain, club Programs VP, or reprinted from another trusted source
- Create an attractive, inviting design with thoughtful headlines, high quality pictures, and readable font
- Make good use of "white space" — don't crowd the page with dense blocks of text. Break it up with pictures, pull quotes, boxes and moderate margins
- Limit your choice of fonts to two or three clean choices throughout the newsletter