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**New “Clubs Publicity Guide” was developed by the Village Community Fund.**

Want to let Villagers know about your club's activities? A new “2023-2024 Clubs Publicity Guide,” developed by the Village Community Fund (VCF), is available for use by club leaders and other residents in booklet form from the Recreation Office in the Community Center and may be downloaded from the VCF website at VillageCommunityFund.org.

“Helping the Aquadettes, the Pickleball Club, the Equestrian Center and other groups successfully raise money for special projects, we've found that club members often have questions about how to get publicity in the Village,” explained VCF Communications Chair Lucy Parker, who authored the guide. Parker holds a journalism degree from Northwestern University and worked in higher education public relations at USC and Chapman University before retiring.

The 12-page guide defines the tasks of a club publicity team and suggests ways to set and meet club publicity goals, advising that, “Ideally, the website is a club's primary source of current, accurate information.” Topics covered are submission requirements for the Globe; Village Television publicity options and how to access them; flyers and Recreation Department requirements for clubhouse posting; use of websites, newsletters, and email blasts, including how to get a free club website on the main Village website; and developing publicity through other clubs.

Parker explained that the guide is based on information from the Globe; Village Television; the Recreation and Special Events Department; the Office of the CEO, Media and Communication Division; and other sources. She said changes, additions, and other suggestions for the guide are welcome and should be emailed to VillageCommunityFund@gmail.com.