

Top 10 Steps to Get the Most Impact from Your Branch Reports for the Bollettino

- 1. Remember the Deadline.** Typically, the Deadline is 3 weeks prior to the Publication Date.

Deadline	Publication Date
September 10	October 1, 2025
October 10	November 1, 2025
November 10	December 1, 2025
January 2	January 20, 2026: combined Jan./Feb.
February 10	March 1, 2026
March 10	April 1, 2026
April 10	May 1, 2026
May 10	June 1, 2026
June 10	July 1, 2026
August 1	August 20, 2026: combined Aug./Sept.
September 10	October 1, 2026
October 10	November 1, 2026
November 10	December 1, 2026

- 2. Consider the Branch Report in three parts:**

- Save the date for upcoming events.
- Summary of previous successful events.
- Recognition of specific members.

- Send the Branch Reports and Photos to the correct email: editor@icf.org

- Clearly identify your submission by including your Branch Number and Name in the Subject Line.**

- Limit Branch Reports to 250 words.** That's about half a page. If you go beyond the limit, your article will get cut and you might not like what is left out.

- Attach your Branch Report as a Word or pdf file.** You may also write it into the email message. No need to worry about formatting. Do make sure the names and dates are accurate.
- Send 3 to 4 photos** at most for your submission. These may be .jpg, .tif or .pdf files. Do not embed a photo in a Word file. Pick the photos that mean the most to your Branch. If you have additional photos, you may send them if you include a ranking number to their use.
- Include meaningful captions** that include Branch Number to make your photos connect with members. Check the spelling of members' names, too.
- Maximize photo clarity and size by saving them at a high dpi of 150 to 300.** Low dpi means small, fuzzy pictures. Changing to low fidelity on your phone to maximize space, creates fuzzy pictures.
- Include photos of different members** to make more people feel seen. Four photos with the same people are less effective than a variety of members in action.

- If you have a special event that needs additional space, consider submitting a stand-alone article that is separate from your Branch Report.
- Consider purchasing an ad at a reduced rate to ensure that the event announcement is in color and

Advertising Rates for ICF Branches

- 2" x 3 1/2" (business card): \$35 per month
- 5" x 6 1/2" vertical (1/4 page): \$50 per month
A savings of over \$100!
- Full color available: Additional 25%