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:**
   a. Save the date for upcoming events.
   b. Summary of previous successful events.
   c. Recognition of specific members.
3. Send the Branch Reports and Photos to the correct email: **editor@icf.org**
4. **Clearly identify** your submission by including your **Branch Number and Name in the Subject Line.**
5. **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.
6. **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.
7. **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.
8. **Include meaningful captions** that include Branch Number to make your photos connect with members. Check the spelling of members' names, too.
9. **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.
10. **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 ½" (business card): $35 per month
- 5" x 6 ½" vertical (1/4 page): $50 per month

A savings of over $100!

- Full color available: Additional 25%