

THE COMMUNIQUE

THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL

Newsletter Gazette Bulletin

Whatever your title may be...Is your chapter communication successful?

According to the University of Alaska Anchorage:

<https://www.uaa.alaska.edu/advancement/relations/guides/newslettertips.cfm>

Tips for Writing Successful Newsletters

Who is my audience? (What do they want to know?)

Make information interesting

“NEWS”: Give audience news they can use

Writing: Short and to the point

Think Visuals: Illustrations, Photos, Clipart

Who Contributes to the writing of chapter newsletters?

Editor: Writes and organizes the newsletter

Members: Develop ideas, create news, celebrate successes and achievement

“Teamwork”

John C. Maxwell describes teamwork as to “Place a high value on teamwork instead of achievement and you will receive not only teamwork but also achievement.”

***Iota Epsilon** chapter (Area 18) Invites members to contribute to their chapter newsletter. In their newsletter the editor gives specific directions and deadlines for contributions.

***Eta Tau** chapter (Area 7) has a wanted section in their newsletters asking members to contribute writings/articles.

Texas State Newsletters

My Calculations show, that as of April 1, 2016, I have read **842** newsletters total! A total of **104** chapters have received the Five Star Status. That is amazing! There are so many great things going on in chapters around the state. Keep those newsletters coming! Editors you are doing a fabulous job keeping your chapter informed. The deadline is **May 1, 2016!** Remember, I must receive hard copies of your newsletters and they must be postmarked **May 1, 2016** for them to count towards receiving the Five Star Newsletter Status.

Be Cautious...

- Editors email address should be put in the heading of your newsletter
- Logos, branding and color make an eye popping heading
- Make your newsletter easy to read (Don't clutter the news)
- Use your space fully and efficiently
- Be conscious of your newsletter length

Publicity: Creating Awareness

Iota Epsilon spreads the word about DKG with chocolate. They have designed a wrapper that fits a regular sized Hershey bar DKG information. They give the candy to perspective members. What a great way to publicize DKG! (Iota Epsilon March Newsletter)



Eta Delta uses a word cloud with the mission, vision and values of the Society. It was designed in a heart shape to go along with the TSO theme: “The Heart of the Society is its Members.” (Eta Delta February Newsletter)



John C. Maxwell quotes: “Leadership is not about titles, positions or flowcharts. It is about one life influencing another.”

Kim Birkelbach

Communication and Publicity Committee Chairman

kjbirkelbach@sbcglobal.net



Be sure to check out the Texas State Organization web site: dkgtxas.org



June 23-25, 2016
87th TSO Convention