

INFORMATION FOR CHAPTER NEWSLETTERS

Requirements for 5 Star Newsletter recognition:

- ★ Chapters must submit at least 5 newsletters to the TSO Communications & Publicity Chairman by May 1st.

Expectations for Newsletter Distribution:

Communication is critical to the success of our chapters and the state organization. In order to coordinate efforts at all levels, certain state personnel need to be included in the distribution of chapter newsletters.

Send hard copies of all newsletters to:

- Patti Belknap, TSO President
- Carol McMillan, *Lone Star News* Editor

When sending hard copies:

- Please make two-sided copies on regular paper rather than heavier stock paper
- Save postage by folding and mailing in a regular envelope (no staples or tape necessary as it might get caught in the postal sorting machines)
- Mail each copy as it is published rather than saving issues to mail at one time.

Send electronic copies of all newsletters to:

- Dr. Stacey Arnold, TSO Communications & Publicity Committee Chairman
- Area Coordinator (your area)
- Area Mentor (your area)
- Communication and Publicity Committee Member (your area)

When sending electronic copies:

- Please send as a Word document or .PDF to ensure that recipients can open and view the newsletter
- Add these four people to your chapter distribution list to ensure that they receive each newsletter as it is published

Suggestions for Chapter Newsletters

The purpose of a chapter newsletter is to inform members. The following information is provided as suggestions, not requirements for chapter newsletters.

Style and Formatting

- If at all possible, keep the same format for each newsletter.
- Use a font that is easy to read
- Avoid using a colored background for the text of the newsletter
- Newsletters should be a quick read
- Consult the DKG Style Sheet located on the state website

Newsletter Elements

Including the following elements in chapter newsletters is recommended for chapter history/archive purposes:

- Newsletter title
- Society branding (The Delta Kappa Gamma Society International written and/or logo)
- State branding (written and/or logo)
- Chapter name
- Chapter number
- Area
- Geographic location
- Date
- Volume and Issue
- Mission Statement
- Editors' name and email address

Consider including the following elements in newsletters to increase communication with members:

Chapter information

- Essential details about the next chapter meeting
- President's Message
- Project calendar
- Meeting minutes or Summary of last meeting
- Reminders
- Various committee reports (may vary from meeting to meeting)
- Pictures (with captions)
- Treasurer's report (if not in the meeting minutes)
- Chapter officers
- Advice from Area Coordinator
- Member birthdays
- Spotlight member(s), Brag Box or Member Honors

State / International Information

- DKG Vision Statement: Leading women educators, impacting education worldwide
- International Theme: Leading women educators, impacting education worldwide
- News from the International President: Cathy P. Daugherty
- International Projects: Schools for Africa and Supporting Early-career Educators (SEE)
- International Conventions and Conferences
- State Theme: YOU are the key
- News from the TSO President: Patti Belknap
- State Conventions and Projects
- Publication News and sources: *Lone Star News*, Strengthening the Buzz, The Communiqué, *DKG News*, *DKG Bulletin*
- ASTEF News
- Web-Watcher
- Techno-Tips
- Misc. Information – Recipes, Poetry, Book Reviews, Quotations/Inspirational Thoughts, Clip Art
- DKG Graphics: (TSO website, Resources, Society Graphics)