What to Include in the Newsletter to

 *Keep Spreading the News . .*

*The purpose of the chapter newsletter is to inform members. Newsletters capture the people, places, and events through informed articles and quality pictures that preserve chapter history.*

*Including the following elements in chapter newsletters is recommended to increase communication with members and for chapter history/archive purposes.*

**Basic Chapter Information**

* **President’s Message** - the president’s message is personal and provides a way to connect with members, provide information about the chapter, members, programs, projects, and coming events. Typically, the message appears near the top of the page 1.
* **Essential Information about Chapter Meeting** – when (date and time), where, what (program title/presenter) plus any reminders regarding the program and/or service project. Encourage participation.
* **Service Project Information** – community involvement is an excellent opportunity to publicize your chapter; contact and inform local news media.
* **List of Chapter Officers/Executive Board**
* **Important Events/Dates**

**Ways Newsletter Information Can Expedite Chapter Meeting**

* **Committee Reports** (will vary from meeting to meeting)
* **Treasurer’s Report**: Current Balance (if not already in minutes)
* **Meeting Minutes:** Putting them in the Newsletter
	+ allows member to be prepared ahead of time and be ready for discussion and action.
	+ allows absent members to stay informed of chapter business.
	+ saves time when approving minutes at the meeting.

**Make It Personal**

* **Birthdays**
* **Awards and Recognition of Achievement**
* **Book Reviews** written by members
* **Topical Connections** – Women’s Health, Safety Concerns, etc.
* **Quotations/Inspirational Thoughts** (document)
* **Origins of Holiday Celebration/Customs**
* **Ask members to write an article, book review, etc.**

**State , Area, and International News**

* State and International Conventions/Conferences
* Regional Area Workshops (RAW) – even years
* Amendments to Governing Documents/Rules
* TSO Executive Committee Information
* TSO Website, Resources, Society Graphics

**Style and Formatting Tips**

* **Eye Appeal** – when too much is crowded too close together (print, pictures, graphics), the eye doesn’t know where to focus. Space is an important layout element. Keep the same basic format for each issue with elements in the same basic location.
* **Arrangement of Information** – arrange the elements for quick and easy reading; put the important articles / information first and use informative headlines to alert the reader to the importance / significance of the information
* **Number Pages** – it just makes sense. How many magazines or publications do you read that don’t have the pages numbered?
* **Color print / backgrounds** – less is more. As with overcrowding, too much color can be distracting and hard on the eyes. Use of Canva / Smore encourages color saturation – whatever works for the chapter, but it takes getting used to it.

*Free Clipart: clipartlibrary.com*

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