

Newsletter Editor's Responsibilities

The newsletter is one of the most important means of communication for a chapter and the Jaycees statewide. There are few requirements, such as when newsletters are due, but for the most part the newsletter style and format is up to the editor. Let your creativity flow and experiment with different ideas.

Mandatory Requirements

Calendar of events. Again the format used is up to the editor. You can use an actual calendar or a list. If there isn't an article about the event provided by the chairperson than make sure all vital information is available. Also put meeting dates and locations on the calendar of events. Even events that are the same every month need to be listed. Make it possible for members to easily clip out and save this section. They will be more likely to refer to it if it is easily accessible.

Chapter Roster

This needs to be included in at least one newsletter per trimester. It is the newsletter editor's responsibility to keep this updated as well as mailing lists. Be sure all addresses and phone numbers are correct.

Due date

Newsletters must be postmarked no later than the 1st of the month except if this falls on a weekend. If the 1st falls on a weekend than the newsletter must be postmarked the following Monday. Be sure to send a newsletter in either hard copy or by e-mail to the state newsletter editor, Amanda Christofferson. Also send the newsletter via e-mail to Senator Earl Taylor @ earl@taylorenterprises.biz. Earl will post the newsletter on the state website.

Newsletter Articles are due the 15th of Each Month

Suggestions of things to include

Officer articles

Many chapters ask all Board members to submit an article to the newsletter each month. Encourage your Board to send articles. Set a deadline each month and send the Board reminders.

Project chairman articles

If there is a project listed on your calendar of events, there should also be an article from your project chairman as well. Again send the chairman a request for an article and a reminder of the deadline. After a project put pictures of the event in the newsletter. Just remember that pictures take up a lot of space and can cause some people to have trouble opening newsletters sent via e-mail. Compress pictures as much as possible.

State Board members, Regional Directors, and State Program Managers

Ask them for articles. This will help your chapter get acquainted with the Board and the different programs we have. Not everyone will receive the state newsletter so this will be a good way to keep your chapter informed. State Board members are available to help and serve and would love the opportunity to do so.

List of board members

This isn't necessary in every article. However, it is important after elections and there is a new board. If possible do a short article on board member so the chapter can get to know them better as well. Articles can be spaced out over several newsletters.

Welcome to new members

This doesn't have to be an elaborate article. Something simple works just as well. Let your new members know you are excited they are a Jaycee and make them feel welcome. This will also help keep current members aware of who is in their chapter. If you have enough information and the new member is comfortable with an article on them than do a "please meet" article that includes information such as their family, where they are from, hobbies etc. Your treasurer turns in a list of new members and you can get this information from him/her as well as chapter members.

Birthdays

Put in birthdays for that month. If you don't have a list of birthdays it can be obtained from either your secretary or treasurer.

Important happenings and news

Include important events such as a baby's birth, graduations, marriages etc. Celebrate what is going on with fellow members and their achievements.

Convention awards and pictures

Chapter members are extremely proud of the awards earned at convention. Conventions are also a fun time and those who can't make it like to see what happened. Show off all the hard work members have done over the semester.

Membership application

This is considered mandatory in some chapters. Many chapters put the membership application on the outside page so it is visible as it is being mailed.

Creed

Post the Jaycee creed in your newsletter. Every member should have a copy of the Creed.

Webpage address

If you have a webpage put the address in the newsletter.

Useful tidbits

The newsletter doesn't have to be just about Jaycees. Throw in some interesting articles. Make an ID course out of some information you have. Provide tidbits about things that have occurred that month in US history.

Community events

Let members know of events that are happening in the community. By letting members know what is going on in the community you can help make a powerful Jaycee presence felt at community events. You can also show support of local high school sports and businesses.

Put in something for the kids

Jaycee kids are the future members of the Jaycees. Find ways to include them and get them excited about the Jaycees

Helpful hints

Template

Create a template of a skeleton form of your newsletter. This will save time each month and you won't have to "reinvent the wheel" each time you do the newsletter. Keep an updated roster in a format that can easily be pasted into the newsletter.

Start early

Don't wait until the end of the month to do the newsletter. Adding a few items throughout the month as they come up will make it easier.

Take pictures at events

Everyone loves pictures. Having pictures of recent events keeps the newsletter interesting and includes members who couldn't attend. Again, remember to compress pictures as they will make the newsletter too big and difficult to open.

Keep a list

Keep a list of items such as events and requests people have made that need to go into the newsletter. This will save you from forgetting about an event or finding a sticky note months later with a request to put something into the newsletter. The more organized you are, the easier it flows.

Keep a copy

Newsletter items are like a CPG. Keep a copy of everything including templates so you can pass it on to the next person. Also, put a copy of all the newsletters in a binder and make available to the chapter. This is like a year in pictures and it is often fun to go back and look at all the newsletters. You can also see how much you have accomplished.

Put it on a CD

An electronic format makes it much easier to reuse information. This can be updated throughout the year or all information put on a disk at the end of the year.

Make sure newsletter is in good taste

Remember you have a wide range of audience. Members consist of many backgrounds, religious beliefs, political groups etc. The newsletter should not take a certain stance on issues unless it is approved by all Jaycees.

Establish a budget

Find out what the budget is. You will need to know if the budget allows for color copies or just black and white. The budget may also dictate how long the newsletter can be. Call different business and see what prices they charge and if they are willing to give a discount if you use them exclusively. Establish payment method with the treasurer – will an account be set up, the treasurer give you a check in advance or will you front the cost and be reimbursed upon submittal of receipts?

Find someone who is willing to proof the newsletter

Usually, no matter how meticulous you are or how many times you go over the newsletter mistakes will still be missed. Get a second pair of eyes to read over the newsletter before mailing. This can save some real embarrassment.

Returned letters

Many chapters have a PO box return address on their newsletters. Make sure the person who checks the mail gives you any return newsletters. Returned newsletters are a waste of money and resources so keep your mailing lists updated.

Sponsors and advertising

Paid advertising space can be a valuable source of income. Ask businesses to buy some advertisement in the newsletter. Send these businesses the newsletter. Not only will they get to see their advertisement but it is also a good way to get the Jaycee name out there as many people at the business may read the newsletter.

Check out other newsletters

Looking at other newsletters will often provide new ideas. It doesn't have to be a Jaycee newsletter. See what is out there and what other people are doing. You're sure to get some new inspirations and ideas.