

Helpful hints for newsletter editors

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. Ask other newsletter editors if they have a template they can share with you and in a format that can be edited.

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. 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 an updated calendar

Be sure to keep an update on events so you have them to put in the newsletter. When an event date is decided at a meeting keep a record of it so you have it for reference.

Make sure newsletter is in good taste and neutral in content

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.

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.

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.

Include community events

A newsletter that includes community events will be more likely to interest non-Jaycees which in turn can interest them in the Jaycees

Have fun and be creative!!

When you have a fun newsletter more people will read it. The more informed your chapter is the better involvement you will have.