

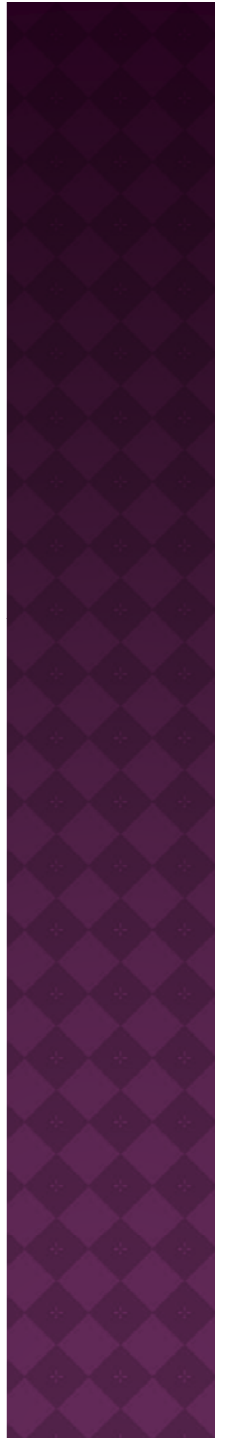
TURN DREAD INTO WELL-READ

Create Meaningful
Member Connections
through Newsletters

*Tina Berres Filipski
Pamela Fields Webb*

WHAT YOU WILL LEARN

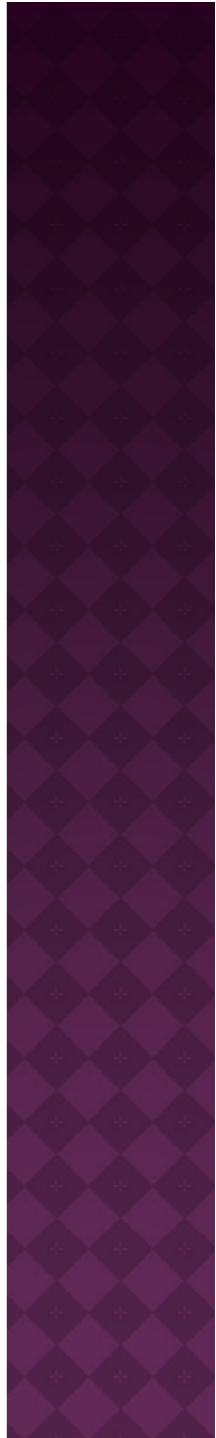
- ◉ Getting Organized: Forms & Files
- ◉ Content Ideas & Resources
- ◉ Tools to Boost Readership
- ◉ Finding & Keeping Volunteers
- ◉ Writing Right
- ◉ Design/Production/Distribution
- ◉ Advertising Primer
- ◉ Tips to Control Costs



WHY A NEWSLETTER?

What do you want your newsletter to achieve for your association?

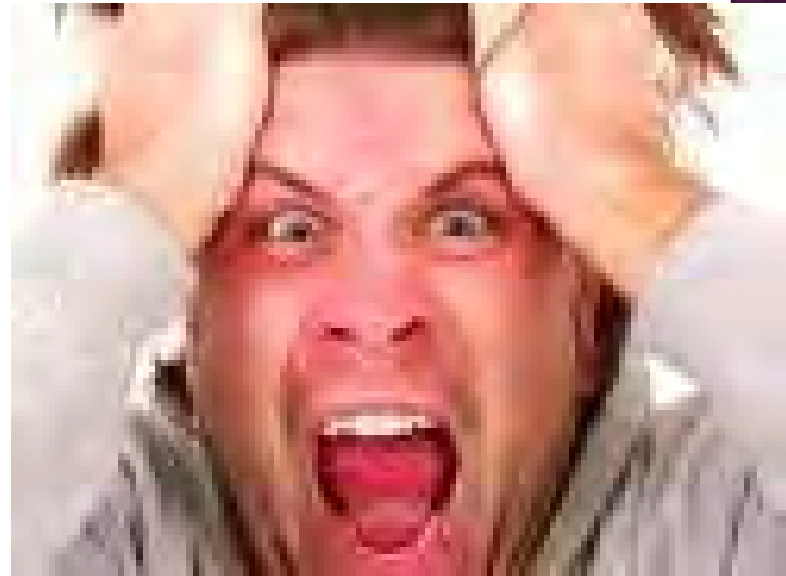
- ❖ Build membership
- ❖ Communicate about events
- ❖ Keep people connected
- ❖ Tangible member benefit
- ❖ Generate revenue
- ❖ Build association's brand



GETTING ORGANIZED

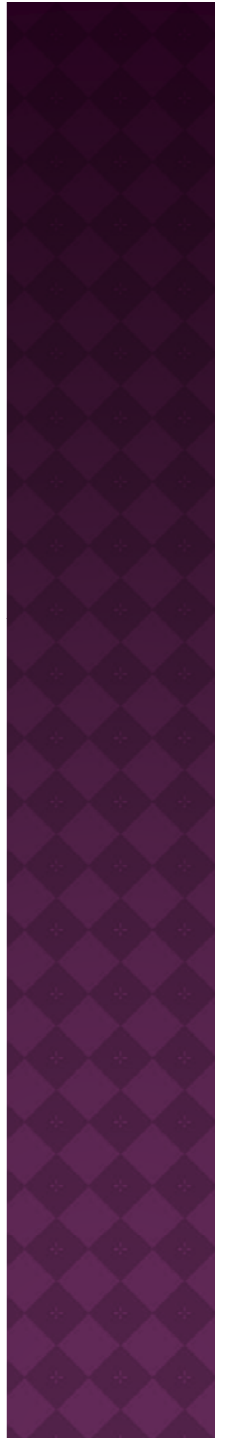
- ◉ Production schedule*
- ◉ Editorial runsheet*
- ◉ Advertising runsheet*
- ◉ Ad insertion order*
- ◉ Media kit/rate card
- ◉ File for each issue
- ◉ Filler story file

** Available in handouts and on website*



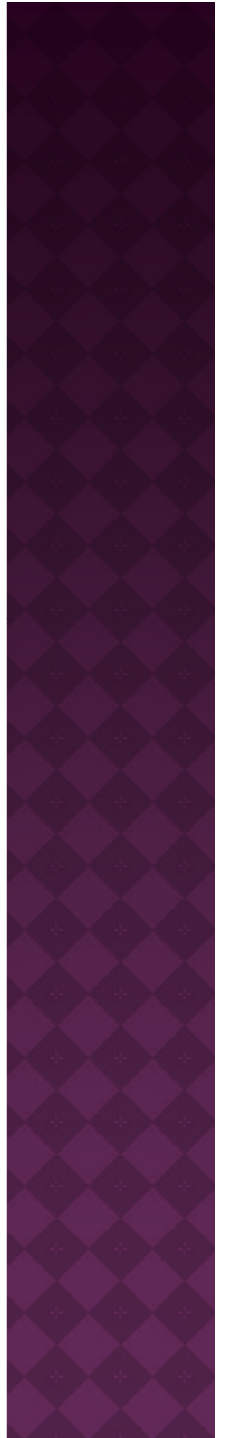
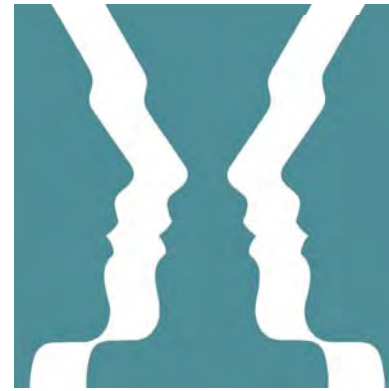
CONTENT IDEAS: BASIC

- ◉ Event promotions
- ◉ Association news
- ◉ Post-event recaps
- ◉ President's letter, editor's letter
- ◉ Calendar of events
- ◉ New member listing
- ◉ Photos from events
- ◉ PPAI/industry news
- ◉ Quotes



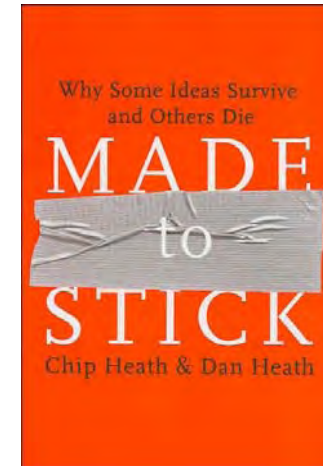
CONTENT IDEAS: BEYOND BASIC

- ◉ Member opinion pieces
- ◉ Point/counterpoints
- ◉ Member profiles
- ◉ Relevant cartoons
- ◉ Industry glossaries and how-tos
- ◉ Questions/problems
- ◉ Job listings



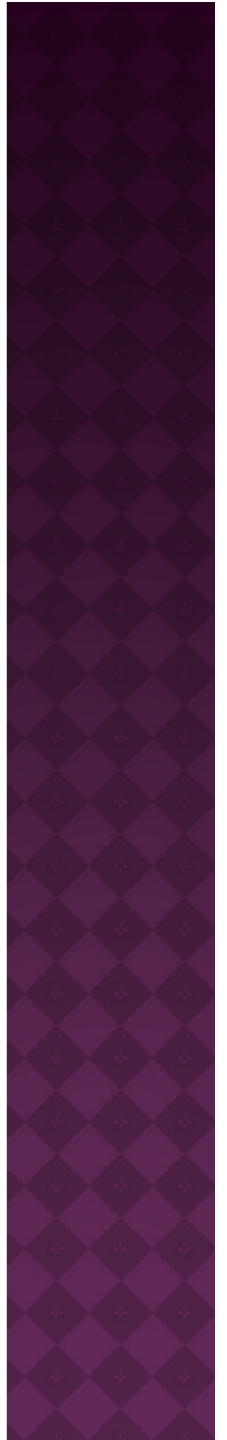
CONTENT IDEAS: CREATIVE

- Health, or stress tips
- Movie, book, or restaurant reviews
- Travel tips
- Tales from the road
- Toughest sales call
- Most embarrassing moment
- Other ideas?



FINDING AND KEEPING CONTRIBUTORS

- ◉ Who will write?
- ◉ Make assignments
- ◉ Set early deadlines
- ◉ Send reminders
- ◉ Spread work around
- ◉ Give rewards
- ◉ Use incentives



TOOLS TO BOOST READERSHIP

- ◉ Pose question; publish answer
- ◉ Contests: win prizes for solving riddles, *etc.*
- ◉ Quizzes: association history, previous program, *etc.*
- ◉ Hide an image in each issue; hold a drawing
- ◉ Poll on hot topics
- ◉ Ask the expert—Q & A
- ◉ Tweet about it
- ◉ Use Facebook, LinkedIn



OTHER SOURCES

- ◉ *PPB Newslink*
- ◉ *PPB*
- ◉ *Promotional Consultant*
- ◉ *Promotional Consultant Today*
- ◉ News releases (PPAI and others)
- ◉ Free article sites
- ◉ Reprints from other publications*
(* *Get permission in writing!*)

promotional
consultant

PPB



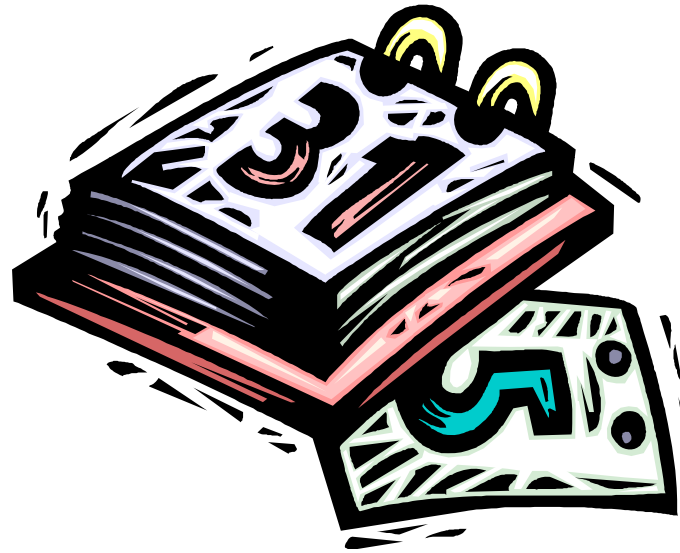
WRITING FOR CLARITY

- ◉ Adopt a stylebook; consistency rules!
- ◉ Keep sentences short and to the point.
- ◉ Use paragraph breaks.
- ◉ Fact check all names, titles, dates.
- ◉ Edit and proof carefully.
- ◉ Extra eyeballs on final copy.



FREQUENCY

- Monthly
- 10 times
- 6 times
- Quarterly



DISTRIBUTION

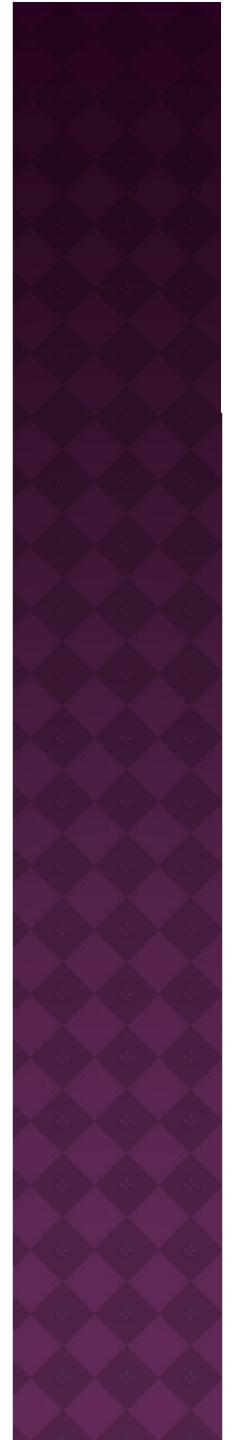
- Print

- *Mail*
- *Meetings*
- *Shows*

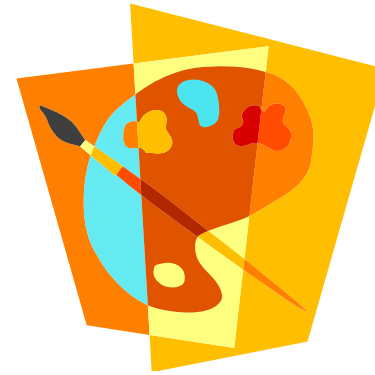
- Electronic

- *E-mail*
- *Post on website*

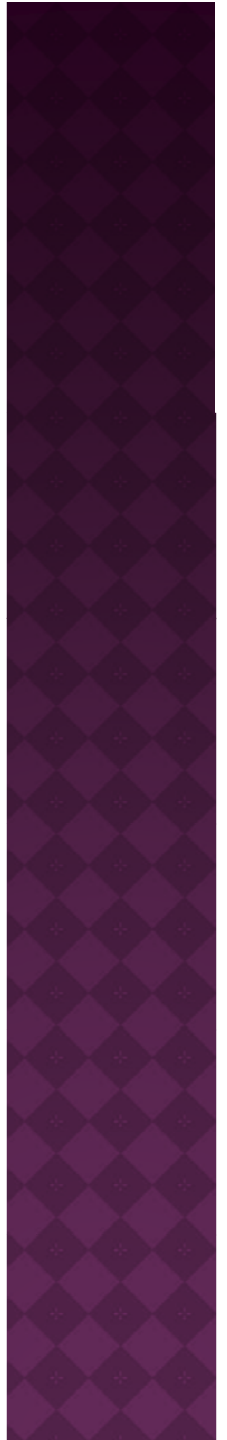
- Both print and electronic



DESIGN



- Easy to read
- Uncluttered
- Use photos and illustrations for interest
- Lots of white space



TEMPLATES



Fabrikam, Inc.

“The most natural food is fruit”

-Morgan A.

- Print
- Online

Weekly Newsletter

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TEMPLATES

Newsletter

Volume 1, Issue 1

July 2000

Continuing Articles across Pages

Type your sub-heading here

Your By-line

Your Company Name

This document was created using linked text boxes, which allow articles to flow continuously across pages. For example, this article continues on page two, while the one to the right continues on page three. When you add lines of words to a text box, the words in the following text box flows forward. When you delete lines of words from a text box, the words in the next text box moves backward. You can link several text boxes in an article, and you can have multiple articles in a document. The links do not have to occur in a forward direction.

Inserting Linked Text Boxes

To insert linked text boxes in a document, click Text Box on the insert menu. Click and drag in your document where you want to insert the first text box, and insert additional text boxes where you want the text to flow.

continued on page 2

Instructions for Using This Template

Type your sub-heading here

Your By-line

Your Company Name

To keep these instructions, choose Print from the File menu. Press Enter to print the template. Replace the sample text with your own text to create your newsletter.

Using Styles in This Template

To change the Style of any paragraph, select the text by positioning your cursor anywhere in the paragraph. Select a Style from the drop-down Style list at the top-left of your screen. Press Enter to accept your choice.



See Page 4 to learn how to edit or replace this picture.

The styles available in this template allow you to change the look of your headlines and other text. The following is a list of some common styles and their uses.

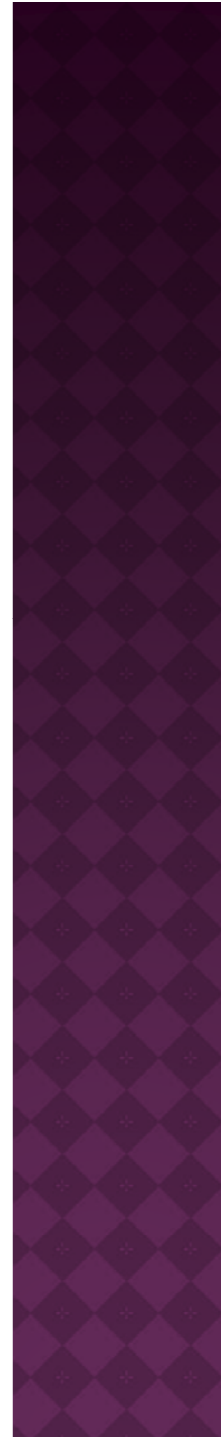
Body Text - Use this style for the regular text of an article.

Byline - Use this style for the name of the author of an article.

continued on page 3

INSIDE THIS ISSUE

- 1 Continuing Articles across Pages
- 1 Instructions for Using this Template
- 4 Inserting and Editing Pictures



TEMPLATES

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Tech Times



Solutions For a New Economy

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PERSONAL COMPUTING

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this issue

- Open Source Revolution P. 1
- IT Management Tips P. 3
- Non-Profit Solutions P. 5
- Trends & New Software P. 4

Exploring open source software opportunities.

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odio, multo, in commoveo quibus praesent
amem erat hinc.



TEMPLATES

Organization Name
Your business tag line here.

Newsletter Title



Volume 1, Issue 1, Date

Lead Story Headline

A newsletter is a great way to provide interesting, useful information to a targeted audience. Use your newsletter to market your products or services to current customers, or to generate interest in your company or organization. The lead story will command the most attention, so be sure to place the most important story as the lead story in your newsletter.

[More Details](#)

Second Story Headline

The headline is an important part of your newsletter and should be considered carefully. Each headline should be clear and concise, and should accurately represent the contents of the story. Try to make the headline interesting enough to draw readers into the story.

[More Details](#)



Caption describing picture or graphic.

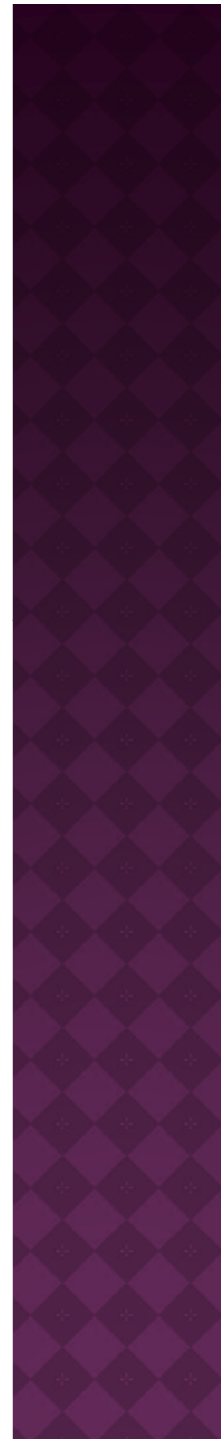
Newsletter Spotlight

Use the Spotlight to highlight important features or points of interest.

To catch the reader's attention, place an interesting sentence or quote from the story here.

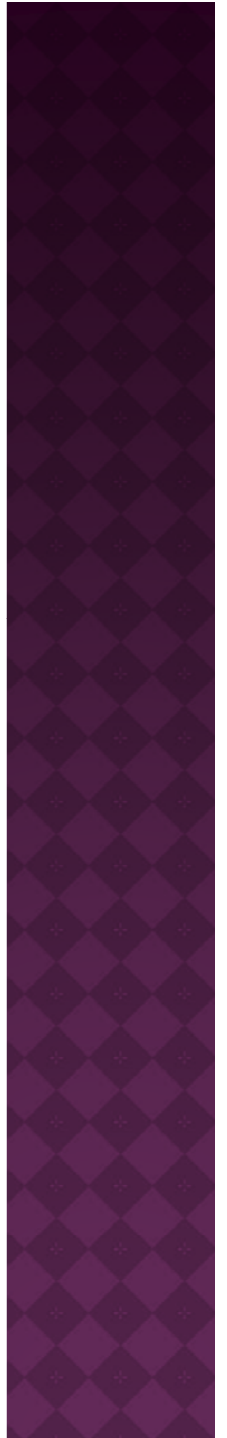
To remove your name from our mailing list, please [click here](#).

Questions or comments? Email us at someone@example.com or call 555-555-5555



IDENTITY

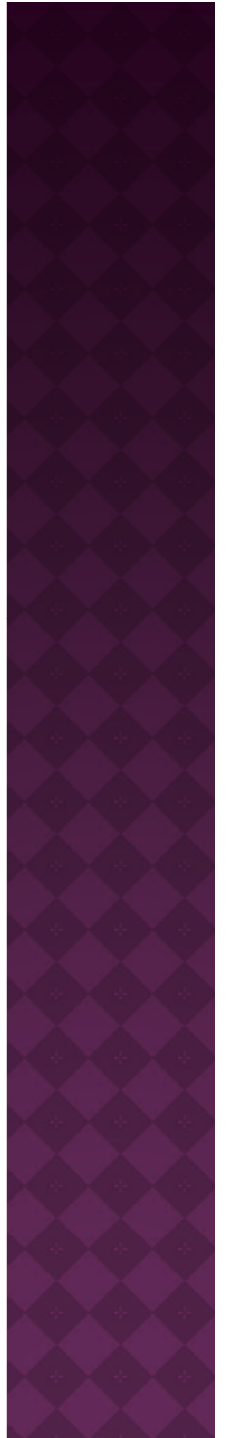
- Choose banner that grabs the audience
 - Brands your newsletter
 - Communicates who you are
- Tagline
 - Your tagline can define what you are about
 - Add a little bit of zip, or pizzazz to the banner
- Folio
 - Name of publication, issue
- Date
 - Don't forget the date, year, issue



TYPEFACE

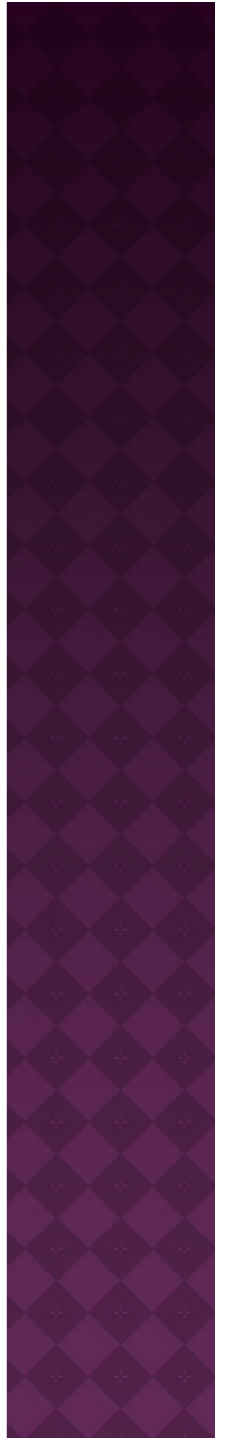
- *Simple, easy to read*
- *Type size makes a difference*
 - *Larger rather than smaller*
- *Online is different than print*

- Verdana
- Arial



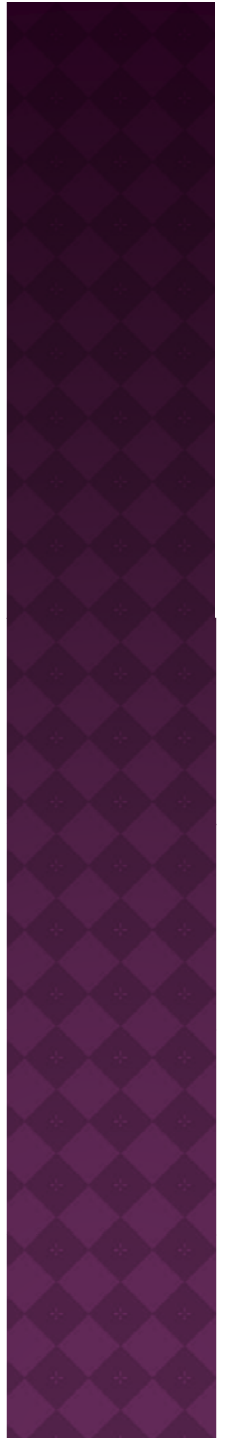
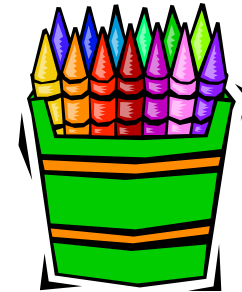
HEADER TAGS

- Help define page structure for easy scanning. Keywords in header tags help readers find columns, or articles of interest.



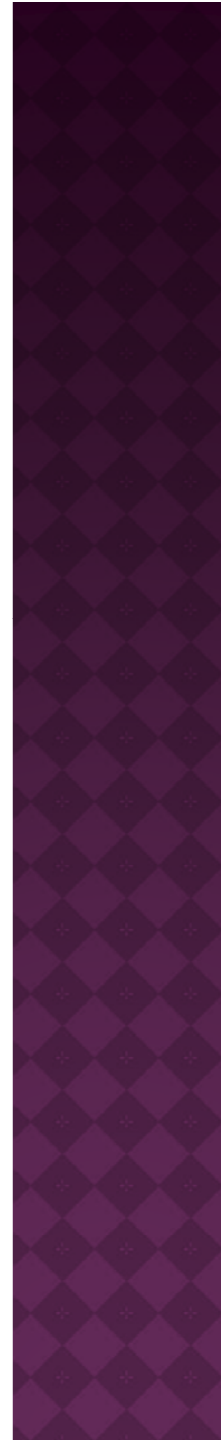
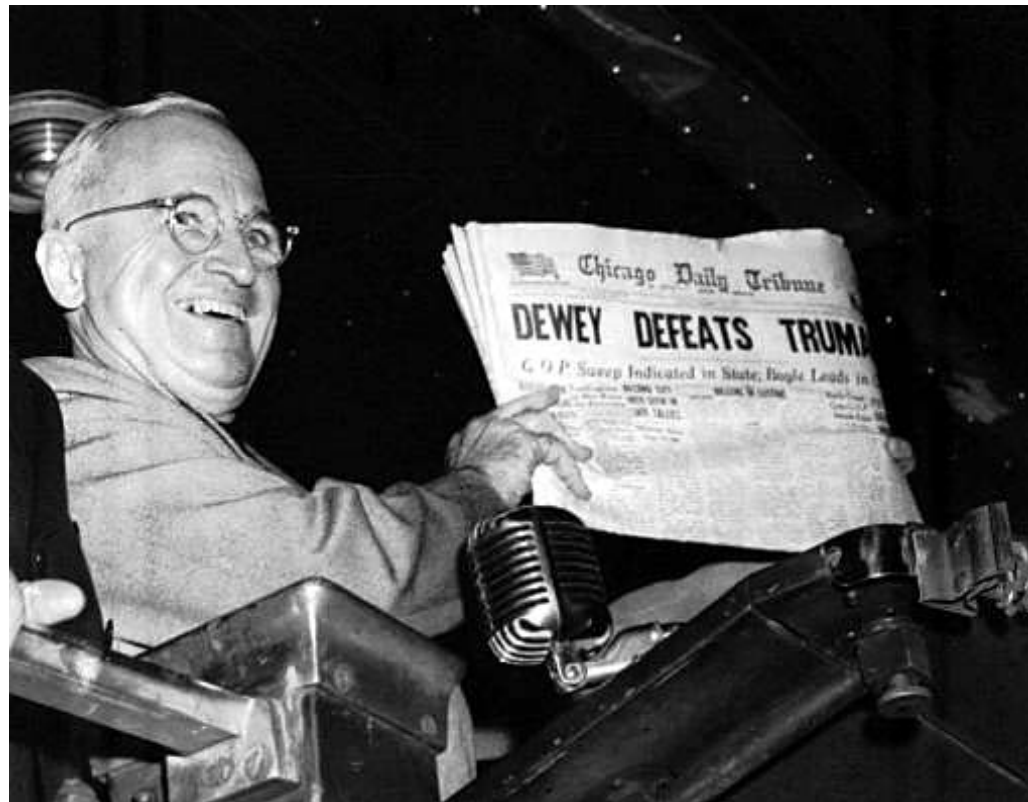
COLOR

- Gives readers visual clues about important content by drawing the eye toward highlighted sections.
- Cost
 - 1-color
 - 2-color
 - Screens
 - Colored paper



HEADLINES

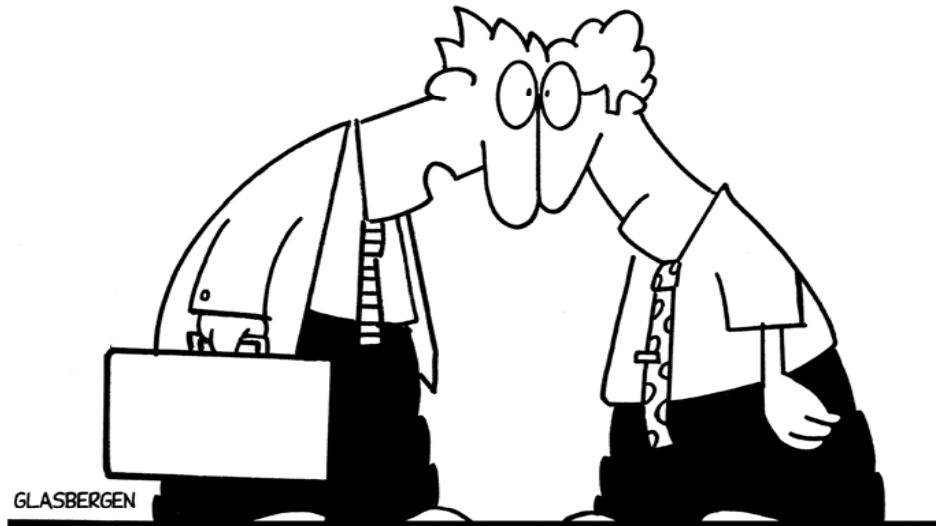
- ◉ Draw readers into the story



ADD INTEREST

- ◉ *Illustrations*
- ◉ *Photos*
- ◉ *Cartoons*
- ◉ *Clipart*

© Randy Glasbergen.
www.glasbergen.com



“I read someplace that eye contact is a very important business skill.”

10 DEADLY SINS OF NEWSLETTERS

- 10. No objective—not focused
- 9. No consistency
- 8. Poor editing—typos
- 7. Too much clutter, too much copy
- 6. USE OF ALL CAPS
- 5. Insufficient white space
- 4. Images that are TOO BIG, or too small
- 3. *Text that is hard to read*
- 2. Underlining for emphasis
- 1. Using too many **Bold**, or *italic* fonts



SELLING ADVERTISING

- Who sells the ads?
- Prospects
- Use insertion orders
- Make ad specs available
- Publish deadlines
- Don't sell off the rate card
- Prepare house ads to fill space



TIPS TO CONTROL COSTS

For printed newsletters:

- ◉ Talk to printer about most economical sizes.
- ◉ Reduce paper stock, weight, grade.
- ◉ Double-check quantity before you print.
- ◉ Photocopy 1-500 copies.
- ◉ Avoid rush, or late charges.
- ◉ Get competitive bids, but consider value of long-term printer.
- ◉ Check on nonprofit postal rates.
- ◉ Reduce number of pages.
- ◉ Reduce frequency.
- ◉ Compare costs of in-house vs. printer.
- ◉ Go electronic only.



QUESTIONS?

Contact us if we can help:

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tinaf@ppai.org; 972-258-3084

Pamela Fields Webb

pamw@ppai.org; 972-258-3052

Thank you!

