



Public Awareness

PRofile: Club Newsletter Tips

Does your club have a newsletter? A newsletter is a great way to communicate and share information with the members of your club. Read below for tips on writing and designing your club newsletter. To start, your newsletter should have at least these things: nameplate, headlines, body and photos.

Nameplate

The nameplate goes at the top of the newsletter and includes the name and possibly a subtitle, logo, volume number, and date.

The name should be catchy—something that grabs the attention of the reader. The subtitle isn't necessary, but it can be used to give the name more explanation. For example, Soroptimist Summary is the name of SIA's newsletter. "A monthly e-news publication," is the subtitle. Be sure to incorporate Soroptimist's logo into your club's newsletter nameplate. If assigning a volume number, the number changes once a year. For example, if January 2008 is Vol. 1, No. 1, then February 2008 would be Vol.1, No. 2. January 2009 would start Vol. 2. And of course, don't forget to include the month and year in the nameplate. The look of the nameplate should not change from month to month (only the volume number and date) because it is the visual identity of the newsletter.

Headlines

Headlines break the body copy up into sections. They provide stopping points that allow a reader's eyes to rest. Select a nice bold font for headlines. They should stand out from the body copy. They should also be consistent throughout. For example, all the headlines should be the same font type and size.

Body

The body is the main part of the newsletter and the bulk of the text, including the headlines and articles. To make the newsletter's design more interesting, separate the body text into columns. Keep it to three columns at the most and remain consistent with the number of columns from page to page. When writing the body text, it is important to keep in mind the purpose of the newsletter, its audience and the message you want to send. The content should be interesting and informative—provide content that members both want and need to know. If readers don't get anything out of reading it, there's no point in producing a newsletter.

The newsletter articles should be short. You only have a few seconds to captivate your audience. Give your readers the information in short paragraphs that get straight to the point. Maintain an active voice. When choosing a font for the body text, pick one that is easy to read. For a printed newsletter, use a serif font, such as Times New Roman, for the body text.

Use a sans serif font, such as Tahoma or Verdana, for an online or email newsletter. Try not to use more than three fonts throughout the entire body. To draw attention to something, bold it or change its color instead.

For content, use information from SIA to fill your club newsletter. The Soroptimist Summary, *Best for Women* magazine, <Soroptimist.org> and <LiveYourDreamCampaign.org> are great places to look for up-to-date news on what's happening in the organization.

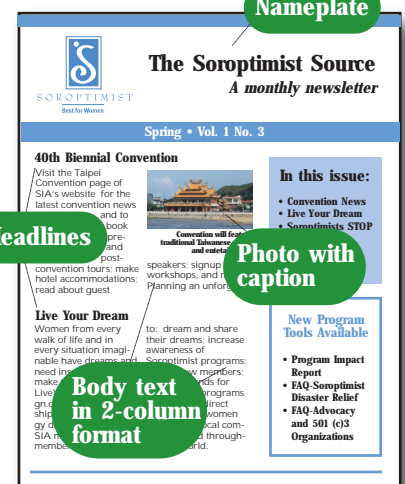
Photos

Like headlines and subheads, photos break up text and liven up any newsletter. As a general rule, try to use at least one photo per page. Always include captions with photos that summarize what's happening in the picture or names of the people shown. Use a font in the same family as the headlines and subheads so that the captions stand out and don't get confused with the body text. See SIA's Guide to Taking Good Photos (available in the

members area of <Soroptimist.org>) for tips on how to take photos that will make an impact in your newsletter.

Lastly, SIA headquarters wants to know what your club is doing! News about your club may be included in the next *Best for Women* magazine. So don't forget to add SIA to your newsletter mailing list.

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Is your club still creating a printed newsletter? Consider developing an e-newsletter or posting your newsletter on your club website. Check out the following benefits of moving your newsletter online:

- Save time and money by eliminating printing and postage costs.
- Become earth friendly by not using as much paper.
- Link directly from articles to sections on your website.
- Can be forwarded.
- Ability to track readership.