

CLUB COMMUNICATIONS
NEWSLETTERS
YEARBOOKS
Bulletin #1



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According to Webster, to communicate is: “to transmit information, thought or feeling so that it is satisfactorily received or understood.” Your job as editor for your club is to communicate information about your club’s activities and accomplishments to club members as well as those outside of your club that you share information with. Your tools are your newsletters and yearbook.

Newsletters are one of the most effective and efficient methods of informing members about projects, programs, events, and issues. Make it fit the needs of your membership. Some of your members may only participate through the newsletter so make sure they are well informed.

- Appoint a newsletter chairman.
- Identify a format that works best for your membership and your budget. It can be anything from a plain, one page, photocopied document to a more elaborate multi-page, colorful newsletter with photos.
- Determine the newsletter’s frequency (i.e., monthly, bi-monthly, quarterly).
- Newsletters should convey knowledge, generate enthusiasm, and enhance your club’s public relations outreach, membership recruiting and retention, program development and reporting.
- Create an editorial calendar and set deadlines for article submission. Suggested topics should include: President’s column, chairmen reports, member profiles, an event calendar, club news, program updates, state and district news, and club accomplishments.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- When appropriate, solicit an article from a community leader (i.e. elected officials, chamber of commerce president), or program partner.
- Consider publishing thank you notes or letters of praise. This is a great place to post member recognition!
- Share information found in GFWC publications, using the appropriate copyright information, which can be found in the *GFWC Stylebook*.
- Include action photos, when possible, as they add interest to your newsletter.

- Be sure there is enough white space to make it appealing. A page that is filled margin to margin with text is boring and hard to read.
- Is your newsletter easy to read? Be wary of using too many different fonts and too many different colors and graphics.
- Use the GFWC logos available on the GFWC.org website.
- Is there contact information for members to reach chairmen regarding a project or event?
- Sell ads in your newsletter to help defray the cost of printing.
- Better yet, email your newsletter to members. For those members without email access, assign an email buddy to print it for them.

Newsletter Contest - GFWC will recognize one club annually with a \$50 award for creative and effective execution with a club newsletter. Refer to the Awards, Contests, and Grants section of the *2010-2012 Club Manual* for contest guidelines.

Club Yearbooks are an outline of everything your members need to know about your club. Consider including the following: meeting dates, time and location, mailing address, information on your clubhouse, bylaws, standing rules, organizational chart or outline, officers' duties and responsibilities, membership roster, membership photos, member bios, club history, list of club awards, programs list, budget, district information, FFWC information, list of past presidents, sample of your hour sheets for club work or any other form used.

Yearbooks come in different shapes and sizes. Many clubs are using three ring binders so that only those pages that require change can be updated rather than the entire book. Some large clubs are having their yearbooks printed. Better yet, since we are all going green, keep your yearbook digital and email it to members. Be cautious of putting it on your club's website due to the personal information it may contain. As with newsletters, you may want to sell ads for the yearbook to help defray the cost.

For reporting purposes, I will need ONE copy of your newsletter (your best one of the year) and ONE copy of your yearbook in accordance with the reporting guidelines you will receive later in the year. I do want paper copies by mail and not emailed for judging purposes. Please do not expect the yearbook to be returned to you, especially if it is an award winning book. I'll use it as a "brag" book. If you use large binders for the yearbook, only the inserted pages should be sent to me.

In the meantime, I do look forward to reading your club news, so please put me on your club communications list (email or regular mail).

I'm looking forward to a great two years!

Suzanne