



Amy Pumper
510 3rd Ave SE #319
Rochester, MN 55904
507-285-3177
newslet@mnwt.org

FALL STATE NEWS

NEWSLET Chapter Information Packet

September 2016

Advantages of a Newsletter

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your chapter, and also create credibility and build awareness for you and your members. Have your officers and program managers submit articles on their areas.

Tips for Producing a Newsletter

Every time you produce your newsletter, ask yourself:

Q: Who are our readers?

A: Members and potential members.

Q: What will our readers want to know about our chapter?

A: Who, what, when, where and how—what the chapter is doing and has coming up.

Add Value to Your Newsletter

Keep your content as current as possible. If you publish a monthly letter, ensure you include relevant and timely content. Also, use photographs and other visuals to add interest and enable the reader to scan quickly for information.

Be sure to include people (every members name should appear at least once during the year, new member welcome, member highlights, features on members are a few ideas), events (calendar; district, state and national events, visitation reports and plans, and meeting minutes), programming (chairperson reports, meeting information, updates on completed projects, officer and program manager reports), and general content (message from the president, guest articles from district, state and national officers, motivational articles, fun things like recipes, poems, humor, etc.) in each newsletter. Make sure there is some white space so it is not too overwhelming.



Your 2016-2017 State Program Manager

I am excited to take on this position and help each of you succeed while publishing a great communication tool for all our members. I have been a member since 1985 and have served on all levels of the organization. I am the HR Lead/key carrier at Kmart in Rochester. I am single and enjoy watching my Minnesota Sports teams. I strongly believe that communication is the key to our success! I love to read and look forward to reading your newsletters!

Get your personal messages today for the upcoming issues of the NEWSLET—\$2.00 each or buy in bulk 12 for \$20 or 25 for \$40—don't worry about keeping track—I will have that covered and keep you in the know! See the order form further in this CIP.

In This Issue

- Advantages of a Newsletter
- What is most important
- Who to include on your mailing list
- Fast Starts and Reports
- Chapter and District Highlights
- Share your chapters' story
- Calendar
- Newsletter Evaluation
- Success Bonus Points
- "You're the Difference" Personal Messages



Use clip art and pictures—it will draw interest

Who to include on your mailing list?

- Your chapter members
- Potential members
- District Director
- NEWSLET DPM
- NEWSLET SPM
- State President
- National President
- National Secretary
- Take to local offices to have available for potential members to read while waiting for appointments

What is most important?

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

Include paragraph breaks often

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

Use color and different fonts

Another way to break things up and make it more interesting to is to use color and change up the fonts. Use with care—overdoing it on color and/or fonts will do the opposite. Use fonts that go together and color that is consistent throughout—many programs like Publisher offer design options

Shout out to the LPM and DPM Fast Starts and Reports submitted:

Fast Starts:

Sue Renz, St James
Melanie Chenoweth, Coon Rapids
Kathryn Ehlenz-Matson, District 7
Daina Mirsch-Wenner, District 3

Reports:

Candice Hellermann, Melrose Area
Melody Wei Gel, St Cloud
Radka Leng, Brooklyn Park
Daina Mirsch-Wenner, District 3
Kathryn Ehlenz-Matson, District 7
Sheila Thorud, White Bear Lake

Share your chapters' story

Have a project or program that was a hit? Why not share it with the rest of the state?

Your articles and pictures are needed to make the NEWSLET the best communication tool possible!

Have a product you would like to advertise—we are looking for advertisers too!



Example of a picture to submit for the next NEWSLET—District 11 meeting attendees

You're the Difference Challenge

For chapters and districts that submit "You're the Difference" messages, the chapter and district that have the most "You're the Difference" messages will receive an incentive at the next convention. A minimum of five messages per chapter and ten per district need to be submitted and paid for. If there is a tie, there will be drawing. The incentive for the October 2016 issue will be awarded at Winter State..

There will be a year-end drawing at Annual Convention for individuals who turn in at least five "You're the Difference" messages for the October 2016, February 2017, and April 2017 NEWSLET issues. A member will receive one drawing entry per five messages submitted.

Chapter and District Highlights

Articles are needed from chapters and districts to make the NEWSLET be the great communication tool it can be! I am looking to highlights chapters and districts as follows:

Districts 1, 8 and 11 in the post Fall State edition to be out in October—due date was September 10

Districts 2, 5 and 10 in the post Winter State edition to be out in February—the due date is January 14

District 3, 6, and 9 in the March edition—due date is February 20

Districts 4 and 7 in the post Annual edition out in June—due date is May 6

This does not mean your chapter can only submit an article during the highlighted time, articles can be submitted at any time. The more articles the better—would love to have something from every chapter and district during the year!

Newsletter Evaluation

Newsletters are a great way to share information with others—how well do you use this communication tool within your chapter. Things I look for when reading a newsletter include

Creativity

- Does the newsletter catch your eye?
- Are the graphics/clip art/pictures relative to the content?
- Are the colors pleasing to the eye?
- Is it clear what chapter or district it is?
- Does the newsletter leave a positive impression?
- Is white space used to advantage?

Layout

- Is the layout consistent throughout?
- Is there headers separating sections?
- Is there a presidents letter?
- Are there officer and program manager reports?
- Are minutes and/or agenda included?
- Are there updates on projects, programs and meetings?
- Is there a calendar?

Relevant for members and non-members

- Would someone not familiar with the chapter find value in reading it?
- Are there personal messages?
- Are members names included—mentioned at least once per year?
- Are new members welcomed?
- Are there fun things included besides the business?
- Is the information timely?

Who is on the mailing list?

- Is the newsletter mailed or emailed?
- Who is included in the mail list?
- Is it uploaded to a chapter website?

Calendar

October

- 6-9 USWT Mid-year Convention
- 15-16 MNWT Foundation Women's Retreat
- 22 Make a Difference Day

November

- 1 Outstanding Award Nominations due
- 4 Mid-year Evaluations Due
- 10 Out and About Night

December

- 15 Effective Writing Essay Contest Entries due to LL SPM
- 30 Second trimester renewals due

January

- 2 Project of the Trimester nominations due to SPM
- Outstanding Program Manager nominations due to SPM
- LPM Reports due Transmittals due
- SUCCESS due
- 10 DPM Reports due
- 14 NEWSLET articles due to Newslet SPM

Second Trimester Success System Bonus Points

Submit a nomination for the Outstanding Young Adult, Outstanding Person with Developmental Challenges, or Lois M. Christensen Women Who Impact Award. **{50 points}**

and/or

Sell 2 boxes of the World's Finest Chocolate OR sell 2 books of Raffle Tickets (\$100) for the MNWT State Ways & Means fundraisers. **{50 points}**

and/or

Have at least one chapter member attend the MNWT Foundation Retreat. **{50 points}**

and/or

Sign at least two (2) members the week of October 24-31 for the October IMPACT Monday (October 31). **{50 points}**

Maximum of 100 Bonus Points



Your Name: _____

Telephone: _____

Chapter: _____ District: _____

Your Message (25 word limit):

Personals are due 9/20/16, 2/1/17, 2/20/17 and 5/23/17. Send this form with \$2 per message or you can buy in bulk of 12 messages for \$20 or 25 for \$40. Make checks payable to MNWT. Mail to: Amy Pumper, 510 3rd Ave SE #319, Rochester, MN 55904. Email personals will be accepted. They will not be published until payment is received.



Your Name: _____

Telephone: _____

Chapter: _____ District: _____

Your Message (25 word limit):

Personals are due 9/20/16, 2/1/17, 2/20/17 and 5/23/17. Send this form with \$2 per message or you can buy in bulk of 12 messages for \$20 or 25 for \$40. Make checks payable to MNWT. Mail to: Amy Pumper, 510 3rd Ave SE #319, Rochester, MN 55904. Email personals will be accepted. They will not be published until payment is received.



Your Name: _____

Telephone: _____

Chapter: _____ District: _____

Your Message (25 word limit):

Personals are due 9/20/16, 2/1/17, 2/20/17 and 5/23/17. Send this form with \$2 per message or you can buy in bulk of 12 messages for \$20 or 25 for \$40. Make checks payable to MNWT. Mail to: Amy Pumper, 510 3rd Ave SE #319, Rochester, MN 55904. Email personals will be accepted. They will not be published until payment is received.



Your Name: _____

Telephone: _____

Chapter: _____ District: _____

Your Message (25 word limit):

Personals are due 9/20/16, 2/1/17, 2/20/17 and 5/23/17. Send this form with \$2 per message or you can buy in bulk of 12 messages for \$20 or 25 for \$40. Make checks payable to MNWT. Mail to: Amy Pumper, 510 3rd Ave SE #319, Rochester, MN 55904. Email personals will be accepted. They will not be published until payment is received.