

Tips for Creating an Effective Newsletter



Your **Local** or **District newsletter** is one of the best ways **to reach your members.** An effective newsletter helps YOU **meet your goals** and be **Big Enough to Win!**

The Best Newsletters:

- Are part of a plan with **measurable goals.**
- Focus on the **audience** and what matters to them.
- Encourage **feedback.**
- Have that “**special something.**”



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Always Remember:

- Work with Comms to create a **simple template**.
- Consider moving to an **email-only** newsletter.
- **No** clip art!
- Keep **articles short**.
- **White** space rocks!
- Use photos and pull quotes for **easy skimming**.

Take Great Photos:

- Show **action**.
- Go **outside**.
- **No** "mug shots."
- Get **closer**.
- **Avoid** "huge crowd of tiny heads" photos.



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