



NEWSLETTER RESOURCE GUIDE

NEWSLETTER CONTENT

- 1) **Alumnus/Brother Spotlight (with pictures):** 1 - 1 ½ page article spotlight on an alumnus/brother. These spotlights should be about alumni who have brought credit to your chapter. Good examples would include an alumnus who has a notable profession (Curator of a museum or President of a university) or an alumnus who has accomplished something great (featured in a journal, wrote a book, made a gift to the chapter/university, etc.)
- 2) **Alumni Updates:** Short 2 or 3 sentence updates as to what alumni are doing. Be sure to edit these for inappropriate material.
- 3) **Chapter Report:** Letter from Archon is best format. This should be informative and cover the general aspects of the chapter. Be sure to include The Ability Experience, recruitment updates and any alumni events that are in the works.
- 4) **Mystery Photo:** The National Fraternity keeps a photo file for each chapter. You should select a photo that is older and include a caption. This is a great appeal to all alumni. Be sure the photo is from an “era” different than the other articles. For example, if the spotlight is on an alumnus from the 60’s and the updates are all from the 80s and 90s try to get a photo from the 70s. This just broadens the appeal of the newsletter.
- 5) **Topical Story:** This is your secondary feature piece. Good examples include big announcements about the chapter or recaps of the most recent alumni event. This is your chance to show the uninvolved alumni what they are missing.
- 6) **Contact Information:** Be sure to have a section that includes the contact information for all of your Executive Council. Make a special note about legacy contact information. This should be your Vice Archon.

THE WRITING PROCESS

Like all successful publications, newsletters should be produced and distributed on a timeline. Timelines have several benefits:

- It will make the goal real. You are more likely to achieve written goals than unwritten ones.
- It divides up responsibilities for content collection, the drafting of stories, editing and distribution.
- It will make the publication more professional and the end product reflects the time spent.
- It will give a reference point for future Historians

NEWSLETTER TIMELINE

Goal:	Have newsletter in alumni hands by March 1.
January 15	ID spotlight / send email questionnaire to him. Send alumni info request.
January 25	Call to follow up and personally thank spotlight and to confirm receipt of his questionnaire. Confirm details. Write personal thank you note.
January 31	Begin writing spotlight taken from questionnaire and phone conversation. Continue to collect alumni updates Send second reminder for alumni updates
February 7	Contact the headquarters for mailing labels, any CIF information, lost addresses, photos, or other filler material. Get chapter update from Archon.
February 14	Begin layout in InDesign, Quark, Word, Publisher, or another program. Edit content and photos.
February 19	Final editing. Give to 4 or 5 brothers and chapter advisor to look over and spot spelling and/or grammatical errors.
February 21	Drop in mail.

BEST PRACTICES FOR NEWSLETTERS

- Use two color when possible
- Have photos from different eras in chapter history
- Don't waste space. When mailed have a photo on one side and the address on the other.
- Be consistent. After a few issues, alumni will become accustomed to your publication and will know where to look for certain information.