

QUICK TIPS

Depending on its purpose and affiliations, an organization can use a newsletter in a variety of ways.

Here are kinds of information that can be included in a newsletter:

News - world, national, state, & local - pertinent to organization business

Events the group is planning in the coming months; meeting schedule

Words of Wisdom, quotes

Summary of meeting minutes, committee reports

Local, regional, and national group affiliates' news; conference updates

Events or opportunities for members planned by other campus and community groups

Tips for professional, leadership, and personal development

Topical information on careers/job opportunities in related fields

Events or ideas the group is considering and wants member input/approval on

Recognition of members (member of the month, members who excel academically, etc.)



NEWSLETTERS

TIGER BITS is a publication of the Center for Student Involvement. Copies available in the CSI, lower level rm. 014, FHSU Memorial Union, Fort Hays State University 628-4664.



CSI staff offer programs and consultation in these and other areas of personal and organizational leadership.

Information adapted from the Student Organization and Leadership Development Center at The University of Kansas

Revised Jan. 2008

NEWSLETTERS

When developing a newsletter for your organization, there are several considerations to address:

What will you include in the newsletter? Where will you find the information?

Organization Business - compile pertinent information from minutes, committee reports, etc.

Coming Events - future events and meetings.

Campus and Community Events - contact University Relations, University Activities Board, Center for Student Involvement (CSI), Student Government Association, other organizations, newspapers, friends.

Words of Wisdom, inspirational quotes - books, newspapers, friends, make your own, etc.

Officer Information - list officer names, responsibilities, phone numbers, and office hours.

Pertinent Issues - check newspapers, regional/national/international affiliates' newsletters, chapters from other campuses, conferences, professional publications, etc.

Tips for Professional, Leadership and Personal Development - Check CSI Leadership Library, professional publications (magazines, newsletters, etc.), information from placement centers on job opportunities; use your organization advisor as a resource.

Recognition of Members - find ways to recognize members for academic, organizational and personal triumphs and accomplishments, use pictures of members, start a "member of the month" program, etc.

Events or Ideas the group is considering - make up surveys or forms to put in a suggestion box, give a reward or recognition to members who return forms.

FUN! - make up games like crossword puzzles, word finds, make your own, etc.

AUDIENCE

Who will receive the newsletter?

- Officers
- Members
- Potential members
- Alumni
- International, national, regional, local affiliate organizations
- University administrators and faculty
- Other registered organizations
- University administrators and faculty
- Registered organizations at KU and other higher education institutions
- Other, etc.

PURPOSE

Why are you doing a newsletter?

- Inform members
- Recruit new members
- Communicate with alumni
- Inform general public of your group's activities
- Provide a historical record of group's activities, membership, etc.

COST

What will a newsletter cost?	How will it be funded?
Length - one page or more	Extra money in budget
Number of issues - monthly, quarterly, annually?	Fundraising
Number of copies distributed	Corporate/Business Sponsor*

*See the TigerBits on Corporate Sponsorship for suggestions in this area.