



## Producing a Newsletter

### Introduction

Newsletters are important for community groups because they advertise the group, what the group does and keeps it's members informed. A newsletter can be one sheet of paper or a small leaflet. To help you produce a successful newsletter her are some of the basic rules.

- Consider setting up a sub group to agree and edit the items.
- Your newsletter should be easy to read and cover stories of interest to your members.
- Design a title and style for your newsletter so that when it arrives through the letterbox your members will recognise it.
- Include photographs or drawings with some articles.
- Let your members know where they can get more information and give contact details, telephone numbers, e-mail addresses, or websites.

### Planning a newsletter

Drawing up a timetable for a year in advance helps you to plan each issue.

For example:

<b>Canvass for items</b>	<b>Deadline for items</b>	<b>Date for printing</b>	<b>Date for distribution</b>
15 December	1 January	15 January	1 February
15 March	1 April	15 April	1 May
15 June	1 July	15 July	1 August
15 September	1 October	15 October	1 November

You might wish to keep a folder with ideas for items to put in the next edition of your newsletter. The editorial group will agree which items are published and arrange for a mock up to be given to the committee for approval before printing.

Getting members to write articles can save the editorial group a lot of time. However, make sure the people who contribute know what you need. For example

- The size of the article
- Are photos or drawings to be included
- Does the information comply with the equal opportunities clause in your constitution?

## **Layout**

You can save yourself time by having a basic standard layout especially for the front and back pages, which should always include some of the same information. It also helps readers in finding their way around your newsletter and feeling comfortable reading it.

Having a standard design helps people to recognise that it is your group's newsletter without actually having to read it. If you decide to give your newsletter a name then you must also make sure that anyone seeing it for the first time and who knows nothing about your group can easily find out who you are and when it was published. You can do this by having a standard design which you can update each time you prepare a newsletter.

<i>The Chronicle</i>	
Highfield Tenants and Residents Association Newsletter	<b>February 2015</b>

Some of your readers may have a seeing impairment so remember to keep the print to a reasonable size and use a typeface that is clear and legible such as Arial.

## Content

There are three types of 'news'

- Information - Date for the open day
- Opinion - open day was a success
- Human Interest - the tenants enjoyed the open day

Get your facts right. **The most important thing is to check your facts.** Make sure your newsletter gets the names, dates, times, numbers, quotes and any other facts right.

At the bottom of the back page, you should put the full name and contact details for your group. This means that anyone wanting to find out more, give you a story or respond to what you have said can do so.

**Written and printed by Highfield Tenants and Residents Association.  
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## Printing

You may have a photocopier to do the work. Alternatively, there may be a local volunteer facility that will do the printing for you either free of charge or at a low cost.

## Distribution

Make a list of who should receive the newsletter such as

All residents	250
Local shop (on display)	50
Community flat (on display)	50
The committee	10
Community Police	1
Local Police	1

Review the list register to make sure that you have good distribution of your newsletter. You will also need to agree delivery of the newsletter to your local residents. This could be done by the committee the more people prepared to distribute the newsletter the better.