



NATIONAL NEWSLETTER COMPETITION TIPS

National Newsletter Competition winners share the following tips for an award-winning newsletter

Purpose:

- Newsletter should encourage members to attend meetings and be active in detachment
- Newsletter is a great informational tool in addition to e-mails, Facebook, and website

Format:

- Newsletter can be a Word document you create, newsletter template, or software package
- Detachment, Department, Division, and editor should be clear and easily found
- Newsletter can be monthly or quarterly according to your needs and time commitment

Tips:

- Overall appearance with ease of reading
- Have organized sections with Marine Corps Birthday, patriotic holiday events, funerals, honoring our fallen, Toys for Tots, Shooting Teams, Color Guard, sick and in distress, member birthdays, youth activities (Scouts, JROTC, Young Marines), fundraisers, events, scholarships, charity support, community events, awards and recognition, conferences and conventions, message for the Commandant, Devil Dogs, and Auxiliary
- Pictures should have event date, location, description, and names of those in photo
- Include a table of contents
- Include a list of officers including name, office, and contact information (e-mail and/or phone)
- Include a calendar of events with dates, times, place, and address
- Include a Marine historical article – consider spotlighting a member or local hero
- Include fun and fellowship events, photographs, and descriptions
- Include membership information, reminders, and welcome new members
- Include fun stuff, cartoons, and graphics
- Include links to social media, website, department, national, and veteran resources
- Keep reports short and sweet to keep readers' interest
- Customize and personalize newsletter to your detachment, department, or division
- Print extra copies to give to prospective members
- e-Mail to your sponsors, donors, donation recipients, media contacts, and community friends

Competition Submission Dates:

- Competition year is July 1 to June 30 (twelve calendar month period ending in competition year)
- Submit entry by e-mail between June 15 to June 30 of the competition year
- Entry is to be one PDF containing 3 newsletters of the competition year with **same editor**
- Winners are announced during the National Convention