



Illinois Women of Today

How Does Your Newsletter Rate?

The main goal for a chapter newsletter is to communicate with your membership and to keep them informed of the chapter's activities. If the newsletter successfully incorporates information that is valuable to the members, it will provide a good reason for continued membership. Poor communication will eventually decrease the number of active members. Check the appropriate column if these items are included in your newsletter or not.

Content

People	Yes	No	Sometimes
Every member's name appear at least once during the year, other than on a roster			
Write up on your member of the Month/Trimester/Year			
Welcome each new member with a brief biography			
Happenings of your members, such as promotions, births, hospital stays			
Good & Welfare, a section for pats on the backs and thanks			
Thank you to committee members by project chair			
Feature articles by officers and members			
Events	Yes	No	Sometimes
Minutes of the last general membership meeting			
Agenda of the upcoming general membership meeting			
Articles about upcoming projects			
Requests for upcoming committee activities & volunteer needs			
Upcoming visitations and reports on visitations made			
Topics to be discussed at the next chapter meeting			
Reports on upcoming district, state and national events			
Reports from members attending district, state or national events			
Programming	Yes	No	Sometimes
Reports from committee chair on upcoming projects			
Dates and location of committee meetings			
Final reports on completed projects			
Member's ideas for projects			
Articles about state and national programming areas			
Regular articles by local program managers			
Editorial	Yes	No	Sometimes
Humor used in good taste			
Only positive remarks			
Regular message from Chapter President			
Do members make positive comments about the newsletter?			
Would your chapter want respected community leaders to judge your organization based solely on your chapter newsletter?			
Do you print comments and letters without taking away from their true meaning?			

Distribution

Subscriptions	Yes	No	Sometimes
Prospective members			
New members within the first 30 days of joining			
All members on your active roster			
District director, district and state newsletter editor, state president, and national secretary			
Community and business leaders			
Frequency	Yes	No	Sometimes
Monthly issues			
Members receive newsletter one to two weeks prior to general membership meeting			
Deadlines for publication and distribution set and met			
Mode	Yes	No	Sometimes
Mailed to subscriber's homes			
Delivered in person			
Attached to an email or included on your chapter's website			
Costs	Yes	No	Sometimes
Newsletter budget sufficient to supply all subscribers for the year			
Solicited advertising or business sponsor			
Donated printing			
Thank you to those who donate printing			

Format

Standards	Yes	No	Sometimes
Heading section with newsletter's title, chapter name and date			
Brief and concise articles			
Relevant clip art, original art, photographs that goes with articles or president's theme			
Six pages or less, using the front and back of all pages			
Newsletter editors address, and contact information in the return address section			
Calendar of Events			
Aesthetics	Yes	No	Sometimes
Is it laid out so that people will want to pick it out of a stack of publications?			
Is it easy to read and attractive to look at?			
Is there plenty of white space so the reader doesn't have a hard time reading, but not too much that it looks empty?			
Does your newsletter reflect the image you want to project to prospective members?			