



Communications &
Marketing Committee
FLORIDA STATE ORGANIZATION


















****TIPS ON CREATING NEWSLETTERS****

brought to you by your

Communication & Marketing Committee aka The Talented Ten

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[The information is listed in no particular order.]

-  Use color.
-  Use photos from chapter events.
-  Include information about your members, i.e., birthdays, anniversaries, etc.
-  Have at least two proofreaders to preview newsletter before sending it out.
-  Include past information and information about upcoming events.
-  Use an app that is user-friendly, such as Word.
-  Add graphics where appropriate.
-  Try to keep news articles brief.
-  If newsletter is emailed to members, send a copy through the US mail for those who will not receive digital copies.
-  Be sure to include information from State and International.
-  When newsletter is finalized, save it in PDF format before emailing it.
-  Insert a DKG purpose that applies to the monthly meeting or event.
-  List your upcoming meetings-where and when.
-  List web addresses for all DKG websites-chapter, state and international.
-  Have newsletter copies available at all chapter meetings.
-  Determine distribution date and stick to it.
-  Encourage chapter members to contribute literary works-their short stories, prose, poetry, etc.