Newsletter structure –

Time spent on the Newsletter – 10-15 hours each month
Time table –

- Start of the month – send a reminder to the board and office about anything they would like me to include in that month.
- (Hopefully) By the 10th of the month – have the Trustee draft ready to send to the Trustees and office (and a couple of proof readers). Send it! Alert the Trustees via email that it is coming.
- After the Trustee Draft has been sent, copy the newsletter, rename it as the Member's edition
- Make any corrections and additions.
- Schedule the Members' edition for the 15th of the month.
- Add any new and changed addresses provide by the office (easy to do in spreadsheet form)
- Once the 15th has come and gone, stop thinking about the newsletter until next month!

Getting started each month

- Copy the previous month's newsletter
- Change the dates as needed
- Delete any articles from last month that do not carry over
- Collect content to be used

Programs I use –

- **Constant Contact** – an online marketing program. Nothing is downloaded to your computer. The program is user friendly once you get familiar with how it works. They have always been very helpful when I've need assistance.
- Word processing program – I use Word
- Photo editing program – I use an older version of Photoshop Elements. This is mostly to crop and resize images to use in the newsletter.

How I get my content

- I contact the Trustees and office early in the month to ask for any updates I need to include.
- Hopefully, individual SOWERs have sent in stories or testimonies or project highlights.
- Facebook – if I've read someone's project update on FB, and still need content, I'll check with the poster to see if I can use it in the newsletter.
- I also use Facebook for photos – if I use someone's photo for the header photo or the group picture, I check with the individual to get their approval.
- I do a screen shot of a Facebook post for the "Seen Recently on Facebook" section. I try to make sure it's from a project/SOWER that I haven't done recently.
- I occasionally contact projects directly for short write-ups, especially if they are on the Underserved Project List.
- Theoretically the only parts I write are the opening greeting and Sam & Sally (though someone from the board often supplies that!).