

Friendship Force Florida Suncoast

## **Newsletter Guidelines**

Note: Currently our club subscribes to Constant Contact, an on-line marketing service. Constant Contact maintains our club's email addresses and photos, and we utilize their templates to produce and distribute our club newsletter.

### **Newsletter Purpose:**

The purpose of the FF-FS newsletter is to keep members informed regarding events, activities, achievements, mission, and goals of our club and Friendship Force International.

### **Frequency, Distribution & Audience:**

The newsletter is produced monthly and distributed by email on the first day of each month to active members of our club. The newsletters are also archived on our club website.

Special announcements, updates and reminders in newsletter form can be created and distributed to our members as directed/approved by the president.

Email addresses for each member can be added, edited, or deleted at any time in our Constant Contact database. If desired, additional individuals/groups can also be created (example: past members, community leaders, etc.).

The VP/Membership is responsible for notifying the newsletter editor of any additions or changes to email addresses. The newsletter editor will make the changes in the Constant Contact database.

### **Submission Policy & Production Schedule:**

All members are encouraged to submit copy for newsletter consideration. The newsletter editor and club president will have final say on copy approval.

All copy and related photos should be submitted to the newsletter editor by the 15<sup>th</sup> day of each month. Final distribution is on the 1<sup>st</sup> day of the next calendar month. These deadlines can be changed by the editor.

### **Approval Process:**

The club president must approve the newsletter before it is distributed. Effort should be made to assure grammar and spelling are correct and that links work properly.

### **Content:**

Content should support the purpose of the newsletter to keep members informed regarding events, activities, achievements, and goals of our club and Friendship Force International.

Feature articles and useful tips regarding non-club activities/news may be considered appropriate for publication in newsletter, particularly if they are related to the mission, vision or current focus of our organization.

FF-FS members grant permission for the use of all club photograph(s) or electronic media images in club marketing materials such as membership directory, newsletter, website, brochures, Facebook, etc., to inform current members, recruit new members, and market to other clubs. Members must provide written notification if his/her image should not be used for these purposes.

Publication of a member's contact information (phone, email & home addresses) should be limited to articles requiring RSVP and sign-up action, if approved by the member.

The newsletter may publish members' photos (individual or group) and identity unless the editor has been notified by a member that s/he does not grant permission to do so.

The newsletter may publish members' personal health information only with their consent.

The newsletter may publish news about a member's achievement, award or recognition earned for community service, with the member's approval.

The newsletter should not be used to promote another organization's events or activities unless our club is a cosponsor of the event or the event may be of special interest to members, as determined by the newsletter editor.

The newsletter should not provide information or promote any religious or political viewpoint.

The newsletter does not sell space and is not to be used for marketing purposes by another organization.

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