

## How To Publish a Chapter Newsletter

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The most important reason to publish a chapter newsletter is to connect with persons outside your organization. Of course, chapter volunteers will want to read it as well, but they are not your primary audience. A chapter newsletter is a marketing tool.

### Send Newsletter to Business Community

Those you want to reach with your newsletter should include bank loan officers, economic development people, alliance partners, politicians, key personnel at area educational facilities, chambers of commerce and community organizations, union officials, newspaper business editors and local SBDC and SBA contacts, among others. In short, plan to send your newsletter to anyone in a position to help you promote your chapter activities and send clients to your door.

### Select a Newsletter Editor

One person from your chapter should be assigned the responsibility of newsletter editor. He or she may choose to solicit story contributions from other volunteers, but someone needs to be responsible for content and make editorial decisions as required. Frequency of publication depends, in large measure, on chapter size and the amount of news being generated.

### Feature Clients & Counselors

News of chapter activities makes interesting reading, but the most effective newsletter stories are those that feature your successful clients. It's also important to include articles about chapter members. Talking about their educational and professional backgrounds, and even discussing their families and leisure activities, will provide a warm personal touch, while adding credibility to their good standing as SCORE volunteers.

### Develop & Maintain a List

It's easy to collect names of persons who should receive your newsletter. Volunteers may want to suggest names that should be on the list, and it is not difficult to pull names together from the groups and organizations listed above. Keep the names and addresses on a database and carefully maintain the list. It's very important to make additions, deletions and corrections on a timely basis.

## Decide Print or Email

Newsletters are normally sent via email or regular post. Email is quick and costs nothing, while those sent through the postal system cost more and take more time. However, it is easy for recipients to quickly delete email deliveries, sometimes without reading them. “Shelf life” is much longer for mailed copies and there is greater chance they will receive “pass-along” readership within the organization. By using first class postage, you guarantee return of non-deliverables, making it much easier to handle list maintenance.

## Use SCORE Newsletter Template

SCORE now makes it easy for chapters to produce a newsletter with a similar look and feel of SCORE Today and other association materials. The SCORE Association Office has created a 4-color, 4-page newsletter template that may be downloaded and customized for chapter use. Like an easy-to-follow recipe, chapters merely drop in their own photos and copy into the template. It was created in Microsoft Publisher and must be opened in this software application. It is available in the Volunteer Center at [http://www.volunteercenter.score.org/newsletter\\_template.html](http://www.volunteercenter.score.org/newsletter_template.html).