Use Your Club Newsletter to Inform and Impress

VENKAT RAMAN, DTM APRIL 20, 2020

Agenda

- What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?

A&D

Club
Newsletter
Contest
Info

Agenda

- ▶ What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?

WHAT is a Club Newsletter?

It's a Marketing Tool!

"The best marketing doesn't feel like marketing." -Tom Fishburne

WHAT is a Club Newsletter?

▶ Periodic written communication

▶Of the club

▶By the club

▶ For the club

Meeting Review of February 11, 2020

Toastmaster: Bett Theme: Hobbies

The Oakland Chamber's President had a lastminute conference and our club had to make do by using their main office space to conduct our meeting. We survived and next week we'll be back in the conference room.

Our Toastmaster who's our newest member Bett got up and talked about having a bit of chill in the air and showed off a backpack that converts into a sweatshirt. Very ingenious concept.

Ivy our Treasurer is collecting renewal dues. Please make sure your renewal payment is made on or before March 17, 2020. Payments can be made by cash, check or credit card. (If you'll be using a credit card there is a minimal processing charge.) To make it easy for our new Treasurer cash or check is preferred.

Tasha, who was our VP of Public Relations had to relinquish her leadership role because of a new job. We're now looking for a member who would be willing to take on this position.



Congratulations to our new member Daniel who won second place in the Toastmasters District 57's Area Speech Contest.

We had two speakers for today's meeting. Our first speaker was Juveria who talked about the importance of *How to Get Ahead on Your Job*. This was a speech where we observed how confidently she delivered her speech with conviction and purpose. Most importantly, she stressed "increase your visibility and learn to exert influence.

Our second speaker was Rebekah who presented her Ice Breaker Speech titled "My Journey to 2062." When she reaches her journey's end, she'll be 100 years of age; but as she journeys on her path of time there's a considerable amount, she's learning by doing and experiencing on this path of discovery. She talked how her grandparents immigrated from Japan to the pineapple fields of Hawaii. Rebekah grew up in Los Angeles married and eventually moved to the Bay Area where she now works for the University of California.

Annie was our Table
Topics Masters and the
topics she selected were
all about How Do You Deal
with Conflict and then
Resolution? Rebekah's
guest, Sameir, won for
best Table Topics.
Congratulations Sameir
please come back and visit
our club when you can.

Next week our Toastmaster will be Lucille and she's expecting to see the Agenda filled up before we meet next Tuesday.

City Speech News

Happenings in the world of City Speech Toastmasters

Volume 1, Number 15 — July 27, 2018

Not Yet a Subscriber?

Click here for a FREE newsletter subscription!

Meetings: Tuesdays @ 7:00pm. 4700 Calaveras Ave, Rm #21, Fremont Contact: info@CitySpeechToastmasters.org — 510-270-5517

IN THIS ISSUE

Club News

Global Warming-A Solution?

What's in a name? Plenty, when it comes to Pathways

District News

International Convention

Makeup Training

CLUB NEWS

This week ushered in a thought-provoking speech at the club meeting.



Abhishek talked about *Lygometry*, the science of quantifying what we know we don't know.

The very concept is intriguing.

Interestingly, my familiarity with this concept itself is in its domain: I didn't know this term or the existence of this discipline of science. Now that I know the term and existence of the



OAKLAND HILLS TOASTMASTERS

NEWSLETTER VOLUME 1, EDITION 2 SEPTEMBER, 2009



Oakland Hills Toastmasters Club Meeting the 2nd, 4th and 5th Tuesday of Each Month 7:00 p.m. – 8:00 p.m.

CONTENTS

•	Oakland Hills Receives Select Distinguish	
	Award	
•	Club Contest Winners Announced	
•	Club Web Site	
•	I Achieved My CC Award, Where Do I Go	
	From Here	
•	Doozerdoo	
•	"They Call Me By a Number, Not A Name,	
	Lord, Lord"	
•	Volunteer Opportunities	

OAKLAND HILLS RECEIVES SELECT DISTINGUISHED AWARD

The Select Distinguished Club Ribbon for the 2008-2009 year was awarded to Oakland Hills Toastmasters Club at the August 25, 2009 meeting. Last year's Area Governor, Rick Wong presented the award to Oakland Hills Club Past President, Timothy Yee. This year's Area Governor, Marie Lee was also present. Is the Select Distinguished Ribbon a big deal? I think it is. You do not just stumble into a ribbon. It takes planning and leadership on the part of the club officers as well as individual members to make it happen. And it generates a well deserved feeling of accomplishment when it does.

The club was chartered in 2002. This is the second Select Distinguished Ribbon we have won. We also won a Distinguished Ribbon. We have never achieved Presidents Distinguished. That means that for four years we won nothing.

Normally, when a small club (< 20 members) achieves an award, they do not repeat the next year. We had three speeches on the last meeting of the year, which completed the CC or AC requirements for three members - three of our seven points for Select Distinguished. That would indicate that we have three members who have to make ten speeches each to get their next award. Ouch! Maybe we need this next year to regroup.



Electronic Newsletter for Toastmasters Area D - 14

October, 2010

Volume 1, Number 4

In This Issue

- Who's Who In Area D-14 Gabriela Aranda – East Bay Toastmasters Club President
- Division Speech Contest
- Club Cross Pollinization
- Global Warming?
- Doozerdun
- Fall Conference
- Dates to Remember

Area D-14 Clubs and **Meeting Times**

<u>Oakmasters</u> Club 57

Thursdays, 12:10 P.M.

Warehouse Toastmasters Club 6061

Tuesdays, 7:00 A.M.

Oakland Hills Toastmasters

Club 7210

2nd, 4th and 5th Tuesdays 7:00 P.M.

East Bay Toastmasters

Who's Who In Area D-14



East Bay Toastmasters Club President Gabriela Aranda

Gabriela Aranda has been a member of East Bay Toastmasters since April 2008. She is a native San Franciscan who grew up in Daly City. Gabriela received her Competent Communicator Award in 2009, and was recently named President of East Bay Toastmasters through December 2010. After spending a lengthy time in Los Angeles, she moved back to the Bay Area and has lived in Oakland since 1999.

The leadership track of Toastmasters International is her next challenge; Gabriela hopes to receive her Competent Leader award within the next six months.

Her interests range from the physical; tennis, bootcamp (at the downtown Oakland YMCA), to the subdued; reading, movies, spending time with her Mom; increasing her faith and spiritual base. She is also dedicated to helping grow the East Bay Toastmasters club as well as continuing to keep its President's Distinguished Club status intact during her term.

Division Speech Contest

The Area Speech Contests have concluded. The winners of the Area Competitions will be competing at the Division D Contests on October 27. Area D-14 will be



Electronic Newsletter for Toastmasters District 57 Division D

May, 2012

Volume 1, Number 11

In This Issue

- It's Here! It's Here!
- It's Crunch Time
- Division D Contest Results
- New Club Officers
- Help Wanted
- · Dates to Remember

District Officers District Governor: David Orris do@d57toastmasters.org

Lt. Governor of Education and Training: Paula Foster Iget@d57toastmasters.org

Lt. Governor of Marketing: Jean Cunningham Igm@d57toastmasters.org

Division D Governor: Dennis Neary: dneary5606@aol.com

Area D-3 Governor: Maggie Whitcomb xycheschirexx@yahoo.com

Area D-12 Governor: Vinella Garcia:

Area D-14 Governor: This could be you!

Area D-26 Governor: Rema Randle-Jones

It's Here! It's Here!

The Spring Conference is upon us! Saturday, May 12, from 8:00 A.M. to 6:30 P.M. you will be entertained, educated and enlightened. Actually, all of that is for the people in Division E. People in Division D will be delighted, dazzled, and delirious. Everybody who attends will receive much more than they bargained for. It should be a fun day for everyone.

Our keynote speaker is somebody you could pay hundreds of dollars to listen to. But you can listen to her at the Spring Conference for much less than that. Dr. Sheila Murray Bethel is the President of Bethel Leadership Institute. Her client list looks like a who's who of Fortune 500 Companies. It includes four U.S. Presidents. She is a world renowned speaker and author. She has given speeches in 20 different countries.

Dr. Bethel has delivered more than 3000 speeches. That is enough to earn you 62 DTM's. Even if you have to miss the whole rest of the conference, come and see Sheila Murray Brown give the keynote address. You can see an example of her speaking style on the District 57 website, www.d57tm.org.

There are breakout educational sessions. There are the finals of the Table Topics Contest and the next round of the International Contest. There is food, and there is a lot more.

I was recently invited to attend a weekend conference for another organization. I am sure it would be on the same level as our Spring Conference. The cost for that event was up to \$2900 for a front row seat. I can set in the front row at the District Conference for \$60. I would be a fool to miss the District Conference. So would anybody else.

It's Crunch Time



Vol. 2, No. 3 — March 2020

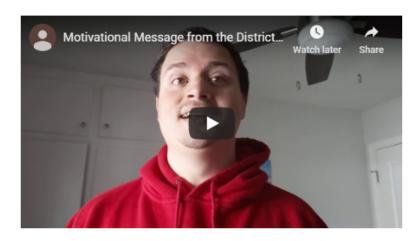
You are receiving this Monthly Newsletter because you are a member of a District 57 Toastmasters club.

Email not displaying correctly? View in browser

PERSPECTIVE

"This, Too, Shall Pass"

This famous quote—an ancient adage to remind us of the ephemerality of life and the impermanence of situations, both good and bad—is of prime relevance these days. COVID-19 is practically *the* news of doom. But we know we are resilient and will weather this storm with the help of Zoom (sorry, couldn't resist!). Listen to a message from Kevin Markl, our District Director, which he sent to all of us soon after the outbreak of this pandemic in our neighborhood:



A lot has already changed in the few days since his message. Clubs and members alike are adopting virtual meeting technology to accomplish much.

Agenda

- What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?

► INFORM

► IMPRESS

► IMPROVE

► INFORM

Captures the club culture

► IMPRESS

Records history of milestones

► IMPROVE

Brings all members up-to-date

Lets prospective members research the club

► INFORM

Shows the club as active, vibrant

► IMPRESS

Fosters goodwill from members

► IMPROVE

Motivates members to do more

Persuades guests

► INFORM

► IMPRESS

► IMPROVE

Makes you a better writer

Members aim higher

More potential guests

Agenda

- ▶ What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?

How to publish a Club Newsletter?

▶PDF

▶ Direct

How to publish a Club Newsletter? PDF

- Create Google group
 - ► All club members
 - ► Anyone else
- ► For each newsletter issue:
 - ► Create Word doc locally
 - ▶ Print as PDF
 - ► Email PDF as attachment to Google Group

How to publish a Club Newsletter? Direct

- ► Sign up for Mailchimp account
- ▶ Set up recipient list in Mailchimp
 - ► All club members
 - Guests who attended past meetings
- ► For each newsletter issue:
 - ▶ Compose a Mailchimp campaign
 - ► Send campaign

How to publish a Club Newsletter? A comparison

	PDF	DIRECT
Pros	Simple to CreateLow learning curveEasy list maintenance	 Versatile Can track and analyze performance Easy list maintenance List segmentation possible Easy collaboration
Cons	Collaboration hardAll-or-nothing mailing list	 Steeper learning curve Theme customization would take longer

Agenda

- ▶ What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?

How to design a club newsletter? PDF newsletter tips

- ▶ Header
- ▶ Content
 - ▶ Table of Contents
- ▶ Often, no footer
- ▶ Number of columns



OAKLAND HILLS TOASTMASTERS VOLUME 1, EDITION 2 SEPTEMBER, 2009



Oakland Hills Toastmasters Club Meeting the 2nd, 4th and 5th Tuesday of Each Month 7:00 p.m. - 8:00 p.m

- Club Contest Winners Announced...
- Doozerdoo
 "They Call Me By a Number, Not A Name,

OAKLAND HILLS RECEIVES SELECT

The Select Distinguished Club Ribbon for the 2008-2009 year was awarded to Oakland Hills Toastmasters Club at the August 25, 2009 meeting. Last year's Area Governor, Rick Wong presented the award to Oakland Hills Club Past President, Lee was also present

Timothy was very gracious in his acceptance thanking all the members who worked hard to make the award happen. When Tim took over as Club President in July 2008, the club was in the doldrums with only eight members and some meetings were attended by as few as two members. If a club drops below six members, Toastmasters International will drop their charter. The challenge at the time was not making distinguished status; the challenge was

But Tim didn't see it that way, and neither did hari. They decided to see what could be done with the club. They went for distinguished status doubt that either of them expected in their wildes dreams to achieve select distinguished But sometimes, when you get a ball rolling, it roles on

Is the Select Distinguished Ribbon a big deal? think it is. You do not just stumble into a ribbon. It takes planning and leadership on the part of the club officers as well as individual members to make it happen. And it generates a well deserved feeling of accomplishment when it does.

The club was chartered in 2002. This is the second Select Distinguished Ribbon we have won. We also won a Distinguished Ribbon. We have never achieved Presidents Distinguished. That means that for four years we won nothing.

Normally, when a small club (< 20 members) achieves an award, they do not repeat the next year We had three speeches on the last meeting of the year, which completed the CC or AC requirement for three members - three of our seven points for Select Distinguished. That would indicate that we have three members who have to make ten speeches each to get their next award. Ouch! Maybe we need this next year to regroup.

Our new club president doesn't see it that way, and neither do the officers and members. The question that was asked was, "How do we top that?" There is only one way. This year we earn the Presidents Select Award.

Can we win the Presents Select Award? Absolutely Will it be easy? Not at all! Are we guaranteed to make it? Absolutely not! What happens if we go for this and we fail? We all gain a lot of great leadership experience (I said all, not just the club officers), and we all learn that there are some things you can control and some things you can't. If we go for it we may succeed; if we don't, we are doomed from the beginning. We are going for it, and I am giving 3:1odds that we will make it.



Electronic Newsletter for Toastmasters Area D - 14

- This Issue
- Club Cross Pollinization

- Fall Conference Dates to Remember Area D-14 Clubs and Meeting Times

ursdays, 12:10 P.M.

dub 6061 akland Hills Toastmaste d, 4th and 5th Tuesdays :00 P.M.

ast Bay Toastmasters

ruth Speakers nd & 4th Saturday, 10:00



East Bay Toastmasters Club President Gabriela Aranda

Gabriela Aranda has been a member of East Bay Toastmasters since April 2008. She is a native San Franciscan who grew up in Daly City. Gabriela received her Competent Communicator Award in 2009, and was recently named President of East Bay Toastmasters through December 2010. After spending a lengthy time in Los geles, she moved back to the Bay Area and has lived in Oakland since 1999

The leadership track of Toastmasters International is her next challenge; Gabriela opes to receive her Competent Leader award within the next six month

rests range from the physical; tennis, bootcamp (at the downtown Oakland YMCA), to the subdued; reading, movies, spending time with her Mom; increasing her faith and spiritual base. She is also dedicated to helping grow the East Bay Coastmasters club as well as continuing to keep its President's Distinguished Club status intact during her term.

Division Speech Contest

The Area Speech Contests have concluded. The winners of the Area Competition will be competing at the Division D Contests on October 27. Area D-14 will be represented by Kirshon Asborno of East Bay Toastmasters in the Humorous Speech Contest, and Stephanie Williams, also of East Bay Toastmasters, in the evaluation contest. Congratulations to the winners. Congratulations are also in order for Daniel Leong, of Oakmasters, runner up in the evaluation contest. Please plan to attend the Division Contest and cheer on our speakers!

If you have never seen a Division Contest, plan to visit this one. See the best speakers in the Division in action. You can come as a spectator, but to get even more out of the contest, come as a helper. If you have taken judges' training, or if you watch the judges training video on the District 57 website, you can volunteer to

Meeting Review of February 11, 2020

Toastmaster: Bett Theme: Hobbies

The Oakland Chamber's President had a lastminute conference and ou club had to make do by using their main office space to conduct our meeting. We survived and next week we'll be back in

Our Toastmaster who's got up and talked about having a bit of chill in the backpack that converts into a sweatshirt. Very

lvy our Treasurer is collecting renewal dues Please make sure your renewal payment is made 2020. Payments can be made by cash, check or credit card. (If you'll be using a credit card there is a minimal processing for our new Treasurer cash

Tasha, who was our VP of relinguish her leadership role because of a new job member who would be willing to take on this



Congratulations to our new second place in the Toastmasters District 57's

We had two speakers for today's meeting. Our first speaker was Juveria who talked about the importance of How to Get Ahead on Your Job. This was a speech where we observed how confiden she delivered her speech purpose. Most importantly she stressed "increase your visibility and learn to

Our second speaker was Rebekah who presented her Ice Breaker Speech

her journey's end. she'll be 100 years of age; but as of time there's a she's learning by doing and experiencing on this path of discovery. She talked how her grandparents immigrated pineapple fields of Hawaii Rebekah grew up in Los Angeles married and eventually moved to the Bay Area where she now

Topics Masters and the topics she selected were all about How Do You Dea with Conflict and then Resolution? Rebekah's guest, Sameir, won for best Table Topics. Congratulations Sameir please come back and visit our club when you can.

Next week our Toastmaster will be Lucille and she's expecting to see the Agenda filled up before we meet next Tuesday

How to design a club newsletter? Email with PDF Newsletter

- ► A simple email
- ► Attach PDF
- Add Table of Contents
- ▶ Footer

Venkat Raman

From: Venkat Raman <venkat@ramancopywriting.com> Branded address here

Sent: Saturday, April 18, 2020 1:38 PM

To: Venkat@ramancopywriting.com Personalized, if possible Subject: What COVID-19 has done to District Programs and Events

Attachments: 2010-10.pdf

Dear Subscriber, If names are not possible, may skip the salutation altogether

I am pleased to attach the March 2020 issue of District 57 Newsletter.

In it, you will find:

- "This, Too, Shall Pass" A look at the effects of COVID-19 on our District Programs
- "Use Club Newsletters to Inform and Impress" Notification for our April 20 Masterclass
- Club Newsletter Contest deadline extension
- Power of Pathways How Pathways helped Savitha Setlur transform the career of one of her team members at work
- One Outstanding Member's journey towards her OATM
- And more ...

Best Regards,

Venkat Raman District 57 Newsletter Editor

You are receiving this Monthly Newsletter because you are a member of a District 57 Toastmasters club.

If you no longer wish to receive these emails, please send an email to news@d57tm.org with the subject "unsubscribe".

How to design a club newsletter? Email components

- **▶** From
- ▶ To
- ▶ Subject
 - ▶ Preview Text
- **▶** Body

How to design a club newsletter? Email components

- **▶** From
- **▶** To
- ▶ Subject
 - ► Preview Text
- ▶ Body

"Nick Name" <email address>

"District 57 News" < news@d57tm.org>
"D57 Masterclass" < masterclass@d57tm.org>

"Joe Smith" <joesmith@gmail.com>

How to design a club newsletter? Email components

- ► From
- ▶ To
- ▶ Subject
 - ► Preview Text
- ▶ Body



What COVID-19 has done to District Programs ...

Mar 30

District 57 News What COVID-19 has done t... D57 Newsletter - Vol. 2 No. 3

3/30/2020

Meetup

Top suggestions for you thi...

3/30/2020

How to design a club newsletter? Email components

- ► From
- ▶ To
- ▶ Subject
 - ► Preview Text
- **▶** Body

Header

Content

Footer

How to design a club newsletter? Email Newsletter Header and Footer

City Speech News
Happenings in the world of City Speech Toastmasters

Volume 1, Number 36 — December 28, 2018

Meetings: Tuesdays @ 7:00pm. 4700 Calaveras Ave, Rm #21, Fremont
Contact: info@CitySpeechToastmasters.org — 510-270-5517

If you have enjoyed reading this newsletter, please consider forwarding it to someone you think may be interested in the Toastmasters program and City Speech Toastmasters.

If you received this email from someone you know and want to receive future issues directly from us, please subscribe here.

Copyright © 2018 City Speech Toastmasters, All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

Header

Mostly Fixed (skip when sending PDF newsletter)

Footer

Must offer Unsubscribe Option (Automated In Group, Mailchimp)



If you are a member of a District 57 Toastmasters club but did not receive this newsletter directly from the district, please contact news@d57tm.org for correcting our list.

Toastmasters District 57 serves a large area in Northern California including the East Bay and North Bay communities surrounding San Francisco. Starting with Fremont, CA on the South, District 57 has its Northern reaches go all the way to Eureka, CA.

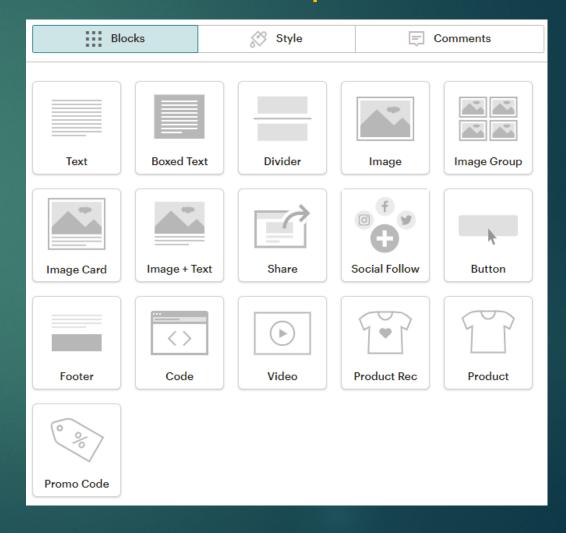
It is part of Region 1 for the Toastmasters year 2019-2020.

Copyright © 2020 Toastmasters District 57, All rights reserved.

Want to change how you receive these emails? You can <u>update your preferences</u> or <u>unsubscribe from this list.</u>

How to design a club newsletter? Email Newsletter Content - Mailchimp

- Mailchimp layout design is outside this talk's scope
- Text, Boxed Text, and Divider are sufficient for most newsletters



How to design a club newsletter? Mailchimp content tips

Use
Text
Header
If
Possible

Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet. Vol. 2. No. 3 — March 2020 You are receiving this Monthly Newsletter because you are a member of a District 57 Toastmasters club. Email not displaying correctly? View in browser PERSPECTIVE "This, Too, Shall Pass" This famous quote—an ancient adage to remind us of the ephemerality of life and the impermanence of situations, both good and bad—is of prime relevance these days. COVID-19 is practically the news of doom. But we know we are resilient and will weather this storm with the help of Zoom (sorry, couldn't resist!). Listen to a message from Kevin Markl, our District Director, which he sent to all of us soon after the outbreak of this pandemic in our neighborhood: x Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

View this email in your browser City Speech News Happenings in the world of City Speech Toastmasters Volume 1, Number 36 — December 28, 2018 Meetings: Tuesdays @ 7:00pm. 4700 Calaveras Ave, Rm #21, Fremont Contact: info@CitySpeechToastmasters.org — 510-270-5517 **CLUB NEWS** Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

How to design a club newsletter? Mailchimp content tips

Consider posting
Large items on
Website and
Linking to them
From newsletter

Ouick reads



10 Extraordinary GitHub Repos for All Developers

Interview resources, build your own X, a list of great public APIs, and more

Simon Holdorf in Better Programming ★ 4 min read



iPads are the Future for Most of Us

The device that changed the world will soon take over too

Tom Denz in Mac O'Clock ★ 4 min read



The 'Gut Punch' Of Losing My Healthy Dad to Covid-

Paul Loggan was an acclaimed high school athletic director in Indiana. His son tells his story.

Katie Couric in Wake-Up Call * 3 min read

Above: Too much of a digest

Right: Gives a little more info and context thereby making The newsletter more substantial



Savitha Setlur coaches a colleague

POWER OF PATHWAYS

How Can Pathways Transform your Career?

Want to advance your career and hone your leadership skills? Learn how District 57 member Savitha Setlur, DTM, coached a team member at work based on what she had learned through Pathways.

Here's the short <u>video</u> profiling Savitha and her colleague.

Has Toastmasters transformed your career? Send an email to news@d57tm.org and share your story.

OATN

One Outstanding Member's Journey



Stephanie Prausnitz, PI4

Stephanie didn't realize how much she had already accomplished by following the Toastmasters program for her own education and engaging in activities that help others. A quick tally in the OATM spreadsheet showed her how little she still had to do to receive the Outstanding Achievement Toastmaster award in 2020.

This can happen to you too! <u>Check your progress</u>; you may be pleasantly surprised.

READ ABOUT STEPHANIE'S JOURNEY HERE

How to design a club newsletter? Common content tips

- ▶ Balance text and images for engagement
- Draw on the meeting contents
 - Prepared speeches, Meeting theme, word-of-theday etc.
- ▶ Include member achievements
 - ▶ Level and path completions, Triple Crown, OATM, contest wins etc.

How to design a club newsletter? Common content tips - Contd

- Include club achievements
 - ►DCP progress, members added, membership drive awards, excellence awards etc.

Add member focused articles

Add member contributed articles

How to design a club newsletter? Common content tips - Contd

▶ Scour the District website for news and articles

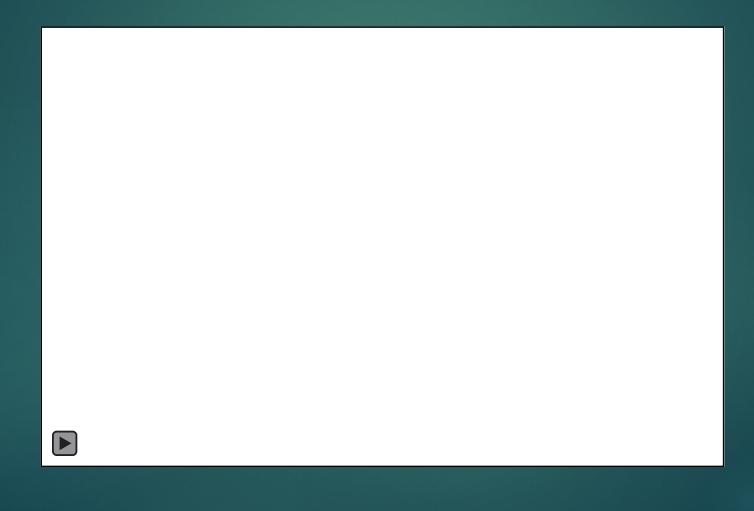
Swap articles with fellow club newsletter editors (Remember to give proper credit)

► Keep an open mind and add to the above as situation warrants

Agenda

- ▶ What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?

How is a Club Newsletter a PR tool? For non-members



How is a Club Newsletter a PR tool? For members

Creates club awareness

Promotes a sense of belonging

► Builds goodwill

► Fosters loyalty – leads to member retention

Agenda

- ▶ What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ► How is a Club Newsletter a PR tool?
- ► Putting it all together



Putting it all together Random thoughts on newsletters

Why they Work

- Persistency
- Regularity
- ▶ Relevance
- ► Call-to-action

Why Mailchimp?

- Has a free plan
- Mature platform

Content Policy

- Speech topics
- Meeting theme
- Member achievements

Frequency

- Match meeting frequency
- > Schedule midway between meetings

Putting it all together 3 Steps to publishing a club newsletter

- 1. Decide platform & frequency
 - ▶ "PDF" lower learning curve but less functional
 - Direct" higher learning curve, but more versatile. Mailchimp for free option
- 2. Do initial setup
- 3. Start publishing
 - ► Create, review, publish

Questions?

Agenda

- ▶ What is a Club Newsletter?
- ▶ Why do a Club Newsletter?
- ► How to publish a Club Newsletter?
- ► How to design a Club Newsletter?
- ▶ How is a Club Newsletter a PR tool?
- Putting it all together

A&O

Club
Newsletter
Contest
Info

District 57 Club Newsletter Contest 2020

D57 Club Newsletter Contest 2020 Details

▶ DEADLINE: May 31, 2020

► WHERE TO SUBMIT: club-newsletter@d57tm.org

WHAT TO SUBMIT:
Minimum of 2 newsletter issues, at least one in May

D57 Club Newsletter Contest 2020 Incentives

► CLUB PRIZES:

[Toastmasters Gift Certificates]

\$100 - First Place

\$75 - Second Place

\$50 - Third Place

► WINNING EDITOR:

[Amazon Gift Card

\$25 - First Place

Entries will be judged

and

Prizes awarded

in June 2020

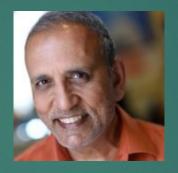
D57 Club Newsletter Contest 2020 Rules

- ► Email newsletters only
- Email submissions to <u>club-newsletter@d57tm.org</u> must be exact replicas of what is sent to club members
- ▶ Minimum newsletter frequency: Monthly

Complete information about the contest is available at https://d57tm.org/club-newsletter-contest-2020/

Questions?

Thank You!



Venkat Raman

venkat@ramancopywriting.com