



# PRODUCING A CLUB NEWSLETTER

## A BASIC GUIDELINE

**Editors' Circle**

**Editorial Panel | Leo District 306 A2**

**Leoistic Year 2020/2021**



## It's your Club's Brand...

A club newsletter can be really beneficial when written, designed, and delivered correctly. For most of you having access to a computer and the Internet, creating a club newsletter is very simple and cost-effective now. Creating a professional-looking newsletter will review club projects, news, lead people to the club's social media, inspire the club members, prospects as well as will promote the club. Providing details about the club projects you have already done will encourage others to engage with you in the future. You may also promote upcoming events too.

## Why have a newsletter?

- Help the club achieve its mission and vision.
- Document and publicize current events.
- Provide visitors with take-home information, educational material.
- Connect new members with the club.
- Encourage communication among members, increase fellowship.
- Recognize members' accomplishments through published stories.
- Inspire all members to participate further in the Leo Club program.
- Personal development and increase the creativity of the members.
- Get recognized as the Most Outstanding Bulletin Editor of the Leo District!



*“Probably the most frequently overlooked benefit of publishing a club newsletter is the opportunity for personal improvement in communication techniques. Editing the club newsletter or writing some of the materials for it requires essentially the same kind of skills that club members seek to improve in communicating ideas.*

*Although the emphasis is on the written word rather than the spoken message, there is still the need for organized thought, entertaining and/or interesting style, good phraseology and grammar, and getting and holding the attention of the audience.*

*Many club members who have edited or contributed to their club publications have experienced an overall improvement in their communication skills.”*

## Getting Started

- 1.** When the new club executive discusses its Club Year Plan, discuss how the club newsletter can help in the completion of club goals.
- 2.** Create an editorial team or a newsletter committee. Your team may include a few members as editors and designers. If needed share training on all aspects of newsletter production with every team member. That way, everyone maximizes their learning from this work, and others can take actions to help.
- 3.** Discuss the type of content you want and how many newsletters should be produced. Remember, the quality of the content is more important than the volume of information.
- 4.** Decide on the frequency of the publication. You can publish monthly, quarterly, or annually.

**INNOVATION = IDEA+LEADER+TEAM+PLAN**

## TIP:



How often you publish your newsletter depends on several factors:

- ▶ How much time can you devote to the publication? How much help can you get from fellow club members?
- ▶ Your newsletter should follow a regular production schedule while still maintaining the high standards necessary to reflect the character of the club.
- ▶ Publish unique and interesting educational articles.
- ▶ Call attention to items you want to emphasize by placing them at the top of the page, giving them a large and/or clever headline, and shading or boxing them.
- ▶ Use a lot of names; people love seeing their name in print.
- ▶ Keep articles brief and write simply and clearly.
- ▶ Make sure the text is distinct and easy to read.
- ▶ Keep the layout and appearance consistent from issue to issue.
- ▶ Logically organize news items and articles, giving prominent placement to items you want to make sure the reader will see.
- ▶ Designing software e.g.: Adobe Photoshop, Adobe Illustrator, MS Word, MS Publisher, CorelDraw Graphics Suite, Inkscape.



**THERE'S A  
WAY TO DO IT  
BETTER – FIND IT.**

**THOMAS A. EDISON**

**5.** Have a time plan. Invite club members to participate in the newsletter early. Then they will be keen to participate in it and will be happy to supply articles when the time comes. Collect the articles two weeks prior. This will let the editors have proper proofreading and grammar checking.



Use freely available packages of grammar checking software. e.g.: Grammarly (See the Annexure section for more details)

**6.** Select a good layout. You can search newsletters for ideas. The layout may take around one to two weeks to plan and design.

**7.** Start your newsletter one month before publishing and ask members to submit articles at least two weeks before publishing. This will allow editors to proofread and correct articles.

**8.** Decide the delivery method. Email is recommended because there is no cost involved. **Share your newsletter with anyone who might find it interesting, to club members as well as with other Leos in the District.**



## TIP:

### Some Content Ideas

- Pre and post articles about club projects and events held.
- Creative Articles.
- Club awards/anniversary/special celebrations/recognition of the members' achievements.
- Education materials, improving leadership, communication, and other skills of the readers.
- Schedule of events/upcoming events.
- Articles related to the LEO movement.
- Puzzle or any item to keep the reader engaged.

*Most importantly, Don't forget to celebrate the completion of each Newsletter!*



## Here's Something more to Get Started....

Use simple tools like google sheets for your planning. Make a separate folder and share it among all your editorial team members. That way it is easier to collaborate and track the work. Here's a screenshot just showing you the planning stage.

	A	B	C	D	E
1	<b>Content</b>	<b>Team Person Responsible</b>	<b>Progress</b>		
2	Cover Page	Designer			
3	Contents Page	Designer			
4	Message from the Club President	Member 1	Writing-receiving on 20th		
5	Club Acheivements (if any)	Member 3	Done-updated in the folder	Article Completion Date: 29th Dec	
6	Club Projects-1	Member 1	Proofreading	Designer Tasks Completion: 15th Jan	
7	Club Projects-2	Member 1	Proofreading	Final Adjustments: 15th-17th Jan	
8	Creative Article-1	Member 4	Done-updated in the folder	Newsletter Full Completion: 18th Jan	
9	Creative Article-2	Member 4	Done-updated in the folder		
10	Club Projects-3	Member 2	Proofreading		
11	Puzzle/riddle/story etc	Member 2	Done-updated in the folder		
12	Club Projects-4	Member 3	Proofreading		
13	Creative Article-3	Member 3	Proofreading		
14	Upcoming Events				
15	Editor's Note	Editor	Writing-receiving on 20th		
16	Editorial Team with photos	Editor	Updated in the folder		
17	Sign Off Quote	Designer			
18					
19					

When writing the articles make sure to use tools such as Grammarly as mentioned previously so that you can have good articles with fewer errors.

Multi Service Day

*“Volunteers do not necessarily have the time; they just have the heart.”*

On 25<sup>th</sup> of November, our club members organised a spcial service project to serve the community. The project took place at .....

..... [ Creative Description ] .....

.....



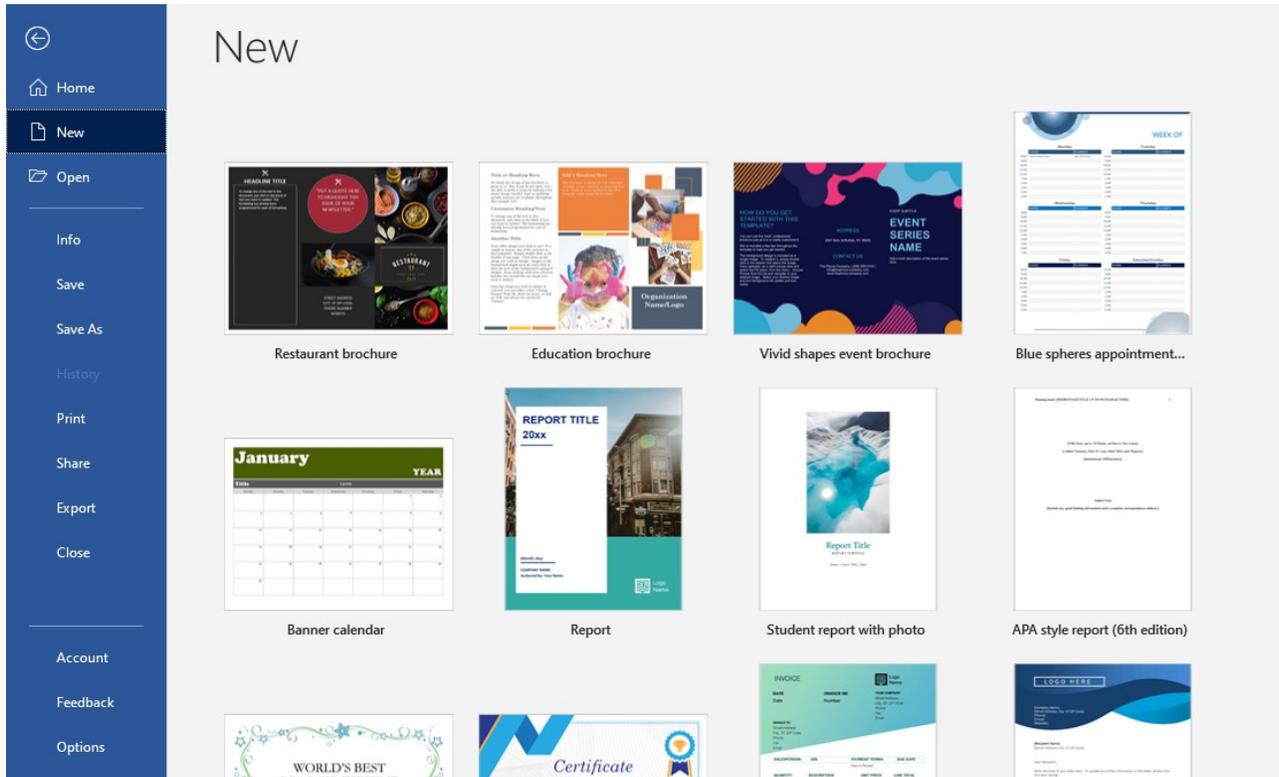

**Grammarly**

- Multi Service · Add a hyphen
- 25th · Correct article usage
- organis... · Change the spelling
- CORRECTNESS: SPELLING**
- spcial → special

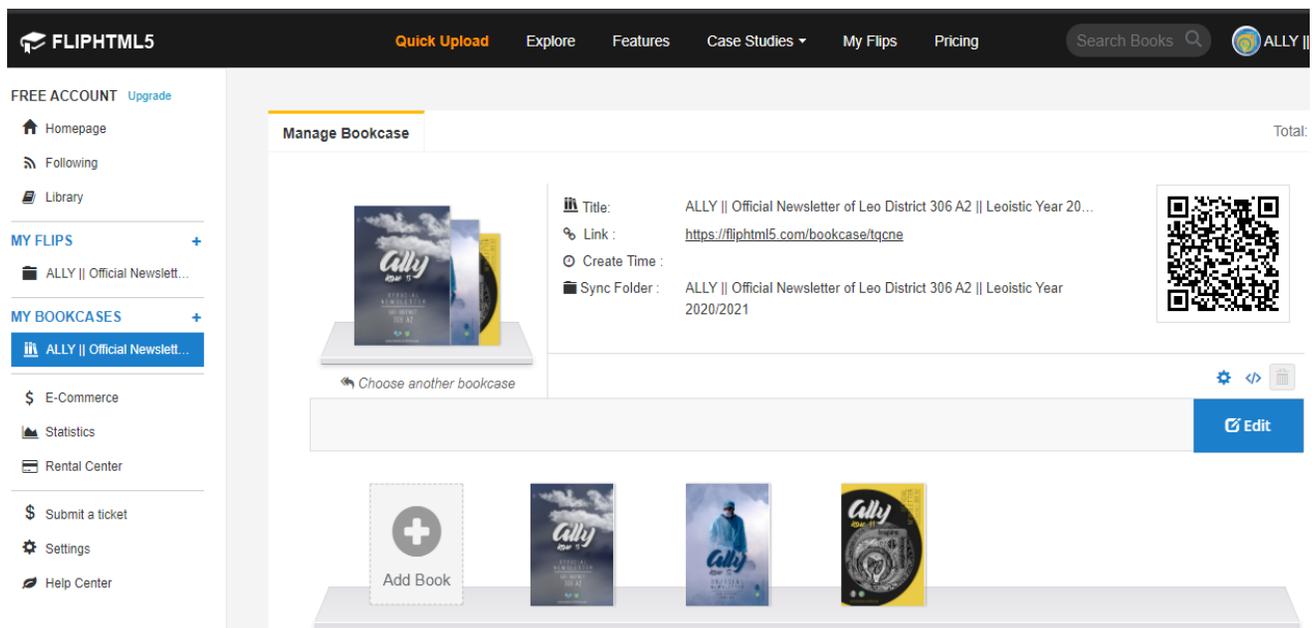
The word *spcial* is not in our dictionary. If you're sure this spelling is correct, you can add it to your personal dictionary to prevent future alerts.

4 All basic issues 1 Premium issue

After finalizing all the articles, it is the job of the designer to design them. If you can't go for a designing scheme, simply use MS word formats or any online tool available! Some creativity will do the job!



After the designing phase, make sure you are ready to go. Share the newsletter with other Leos out there. Post them on your social media, website, etc. Use tools such as FlipHTML5, Any flip for a nice presentation.





Most importantly, share your newsletter with other Leos of the District via Email as well. You can include the pdf copy or else the link to view.

Dear Lions and Leos,

*"Individually, we are one drop. Together, we are an ocean."*

**ALLY - The Official Newsletter of Leo District 306 A2 | Issue 13 | Edition 3**



Presenting you the Official Newsletter of Leo District 306 A2 - "ALLY" 3rd Edition for the Leoistic year 2020/2021.

**Now you can read our 3rd Edition as an E-Newsletter on:**

<https://online.fliphtml5.com/gqmyy/wvfy/>

**To view all our editions for this year:**

<https://fliphtml5.com/bookcase/tqne>

As the District Editorial Panel, we hope that you would read and enjoy what we bring. Please feel free to share your valuable comments. It will help us to promote the upcoming editions.

Thank you for your time and consideration!

## Annexures

- **Grammarly as a grammar checking tool**

Grammarly is a free writing app to make online writing clear and effective. You can download the latest version of Grammarly for Microsoft Office at

<http://www.grammarly.com/office-addin> and follow the instructions on that page to install it.

Here is the complete guide:

<https://support.grammarly.com/hc/en-us/articles/115000091672-How-does-Grammarly-for-MS-Office-work->



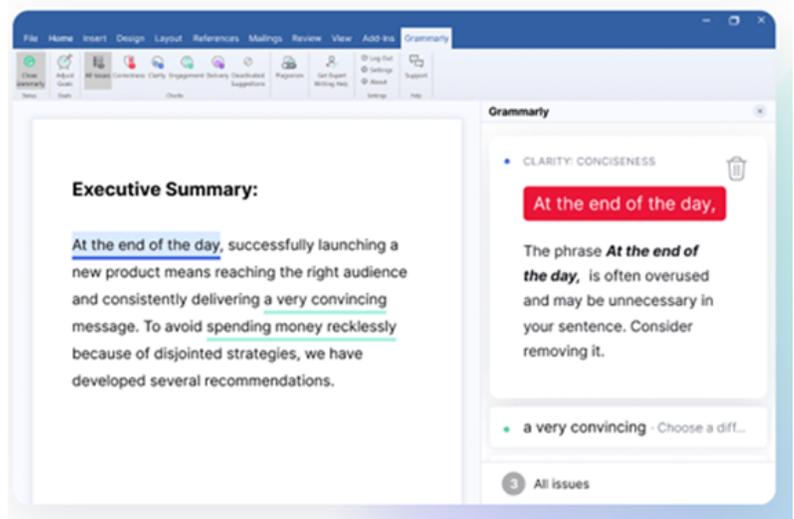
PREMIUM BUSINESS

## Grammarly for Microsoft Word and Outlook

Write better, clearer Word documents.

Get it for Windows It's free

Also Available for Mac



**LEADERSHIP**  
 SKILLS TRAINING  
 TEAM LEADERSHIP  
 BUSINESS PHILOSOPHY  
 DIRECTING MISSION  
 RISK CONDUCT EMOTIONAL GROUP  
 STRENGTH COMMITMENT  
 LEADER MANAGER  
 INNOVATION MOTIVATION  
 SOLUTION LEADER COLLABORATION  
 MEMBER ABILITY  
 RESPECT GOAL VISION  
 COMPANY TRUST  
 PEOPLE DISCIPLINE  
 COACHING COMMERCIAL  
 POWER TEAMWORK SUCCESS  
 COMPETENCE



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