

NEWSLETTER GUIDELINES

The objective of your chapter newsletter is to keep members up-to-date, in touch with each other, and informed of the chapter's goals, progress and future plans. The newsletter editor can be anyone who is willing to put in a little effort to compile the information.

GIVE YOUR NEWSLETTER ITS OWN IDENTITY - In other words, give your newsletter its own name. A few outstanding examples are as follows: California Pacers chapter dubbed its newsletter "Pacer Press;" Carolina Cruisers chapter chose the name "In Cruiser News" and the Pen-Ny Mixers newsletter is called "Penny's Worth."

PRESENT A NEAT APPEARANCE – Neatness and accuracy are vitally important! Once the newsletter editor establishes a format for the newsletter, it should be maintained for future issues so members know where to look for items. Even though most software versions have spell check, it's always a good idea to read it again before printing.

TELL THE CHAPTER'S STORY – When and where is your next rally? What happened at the last rally? Was it interesting, fun and one that those not in attendance are sorry they missed? What other rallies are planned for the next few months? (Some folks have to make their plans early and knowing the dates of rallies well in advance helps rally attendance!) What is the chapter doing? Does it have a "special project?" If so, what is the present status of that project? Was there a business meeting at the last rally? If so, what took place? Is the chapter going to hold a business meeting soon? If so, try to bring out some of the points that might be discussed or decided upon at that meeting. Give the members information about what is going on at the national level (get your National Director to give you data from time to time that can be used in the newsletter). If your chapter is a special interest group, include information relative to that special interest in each newsletter.

KEEP YOUR NEWSLETTER FRESH AND EXCITING – The newsletter should give members information in such a way that they will want to read it and attend rallies that are planned. Having a different person write a report on a rally is a good way to instill a little variation of style in the newsletter and at the same time, gets members involved in helping with the newsletter.

SPREAD A LITTLE SUNSHINE – Pay tribute to a lost member and extend sympathy to the surviving family members. It lets the membership know of the bereavement. Similarly, remember those who are or have been ill. (Skip the details of the illness.) After all, your chapter has become your FMCA family and families share the good and bad together.

INFORMATION ABOUT UPCOMING RALLIES – Include information about the rally such as theme, directions/map, special events, potluck dinners, activities, games, and items they will need to bring to the rally. Be sure to include a registration form if possible, and the address and/or GPS coordinates for the facility if available. Don't forget to list activities in the area that are nearby.

INCLUDE CONTACT INFORMATION – Include your contact information so members can contact you if they have information for the newsletter or an article they would like to include. Be sure to include chapter officer contact information so they can be reached by anyone with questions or anyone that may need assistance.

FMCA Honors

FMCA honors one person yearly with the Robert L. Richter Award. This award winner is nominated and chosen by committee, and is awarded to the individuals who are responsible for chapter newsletters, publications or communications to and about an FMCA chapter. You can find out details about this award through FMCA's Governance Web site – governance.fmca.com.

Use your newsletter as a means of keeping members' interest high and for recruiting new members.