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WINTER STATE NEWS

NEWSLET Chapter Information Packet

January 2017

Writing a Newsletter Article

Do you have members that want help writing a newsletter article. Are you having trouble getting newsletter articles? It may be that your members are not sure what to write or what to share.

Getting those articles

How to get started:

Q: What do you want your readers to know?

A: Share the who, what, where, why, and how..

Q: What do you do if you are not receiving articles?

A: Pass around a newsletter article submission form—see an example included in this CIP.

Encouraging your members to write articles

If you have a project coming up or that Chapter Information Packet just came out and you know there is information to be shared, contact the chair or local program manager—a phone call or an email could make the difference in getting an article. Give ideas of what they could include. Remind them that the newsletter goes to all your members and even potential members and is a great way for them to get the word out!

Have a contest to see if members can find something in the newsletter—gets them to read it and makes them think about what they could add to it. A newsletter should be more than reports—make it fun to read so your members are excited to read it. Encourage your members to share recipes, fun things, quotes, and jokes. Take time during your report to recognize members that have submitted articles. It takes a few moments and will make them feel good about submitting. Have a challenge on who can submit the most for the year.

What do you like the most about the state NEWSLET? I like the articles submitted by the chapters—gives a glimpse into what chapters are doing across the state and gives ideas for potential projects that my chapter could do. I am in need of articles for the upcoming issues and would love to hear from your chapter.



Have you submitted personal messages today for the upcoming issues of the NEWSLET—\$2.00 each or buy in bulk 12 for \$20 or 25 for \$40—don't worry about keeping track—I have that covered and will keep you updated! See the order form further in this CIP.

In This Issue

- Writing a newsletter article
- You're the Difference Messages
- Newsletter submission list
- LPM and DPM Reports
- NEWSLET Review
- Chapter and District Spotlight
- "You're the Difference" message challenge
- Your Role as Editor
- Newsletter Article Submission form
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- Success Bonus Points
- "You're the Difference" Message forms



Thank you for sharing your newsletters:

- Aitkin
- Anoka
- Brainerd Lakes Area
- Byron
- Coon Rapids
- Eden Prairie
- Melrose Area
- Monticello
- New Hope
- Red Lake Falls
- St. James
- White Bear Lake
- District 3
- District 7

I would love to see many more submitted!

You're the Difference Messages

There is still time to recognize special people or projects from the first two trimesters in the MNWT organization. "You're the Difference Messages", this year's personals are available to let everyone know how you feel. For only \$2.00 or 12 for \$25.00 or 25 for \$40.00, you can have your "You're the Difference" personal message published in the MNWT NEWSLET. Please take the form on the following page with you to your chapter, district, or board meeting. Take them to a chapter event. Explain how these messages motivate, uplift, and encourage women in MNWT. I will be selling these at all state meetings during the year. Please help me with making your NEWSLET "Picture Perfect" and recognize each other! For the February 2017 post Winter State issue, there is still time to send in your personal messages. Please submit a You're the Difference form along with your check (Payable to MNWT) no later than February 1, 2017 to Amy Pumper, 510 3rd Ave SE #319, Rochester, MN 55904.

Thank you for the LPM and DPM Reports submitted this trimester:

Melanie Chenoweth, Coon Rapids
Radka Lang, Brooklyn Park
Kathy Matson, Fridley
Cheryl Swenson, Savage Area
Shellie Matthes, White Bear Lake
Kathryn Simmering, District 10



NEWSLET Area Up for Review

You can be a part of reviewing the NEWSLET area by completing the evaluation form—it is online and will take just a short amount of your time to do. Your input is needed to make this area the best for our members. Go to www.mnwt.org and complete it today. You can do it as a chapter or as individuals but please do complete it! Thanks in advance for helping to make your programming the best possible!

Chapter and District Spotlight

I am looking for articles from chapters and districts for each issue of the NEWSLET. The schedule I have created is as follows:

October issue (Post Fall State) - Districts 1,8 and 11 (were due September 10th)

February issue (Post Winter State) - Districts 2, 5 and 10 (were due January 14th)

March issue—Districts 3, 6 and 9 (are due February 20th)

June (Post Annual Convention) - Districts 4 and 7 (are due May 6th)

If you missed the spotlight time, please submit anyway—I will do my best to fit as many articles in as possible! I would love to see every chapter submit at least one article during the year!

You're the Difference Challenge

Chapters and districts that submit the most "You're the Difference" messages each edition will receive a special gift. A minimum of five messages per chapter and ten per district need to be submitted and paid for. If there is a tie, there will be drawing. The incentive for the February and March issues will be awarded at Annual convention..

There will also be a year-end drawing at Annual Convention for individuals who turn in at least five "You're the Difference" messages for the October 2016, February 2017, and March 2017 NEWSLET issues. A member will receive one drawing entry per five messages submitted. Let's fill up the NEWSLET with lots of messages to recognize other members!

What Is Your Role as Editor?

As the editor, you oversee every aspect of the creation of your newsletter. You do not write all the articles but you do need to edit to ensure that errors are corrected. You create the theme, style and tone making sure it is pleasing to the eye and something your members want to read. Some do's and don'ts of newsletter editing include:

Do's

- * If the subject matter is controversial, check that it has been written with fairness on all sides. Remove any material that could be defamatory or considered in bad taste
- * If you are unsure, check references
- * You want to have a good relationship with your writers so you need to allow them to say no to changes you make

Don'ts

- * Don't rewrite extensively—ask the writer to redo it
- * Don't change copy unless you have a good and explainable reason
- * Don't over edit making good writing average
- * Don't do major rewrites just because you would do it differently
- * Don't shorten stories by cutting out the human interest, important details, colorful explanations or meaty quotations
- * If you don't understand the story, don't publish it or ask for clarification

NEWSLETTER ARTICLE SUBMISSION FORM

NAME _____

POSITION _____

EMAIL ADDRESS _____

PHONE _____

Articles need to be submitted by _____ to be included in the next issue. Submit to _____.

Third Trimester Success System Bonus Points

Purchases of at least \$200 for state ways and means in any combination of state store, third trimester promotional, and Nice Spice convention fundraisers. (50 points)

and/or

Participate in USWT President Barb's Blizzard Challenge. (50 points)

and/or

Submit a nomination for one of the Community Connections Awards. (50 points)

and/or

Show Chapter Growth for third trimester. (50 points)

OR

Attain 80% member retention and growth +2 for third trimester. (100 points)

Calendar

February

- 1 "You're the Difference" messages due to NEWSLET SPM
- 5 Sales tax due to Department of Revenue
- 8 MNWT Webinar Series
- 20 NEWSLET articles and "You're the Difference" messages due to NEWSLET SPM
- 28 New Member Adds due in hand to CSC

March

- 4 Finance Committee meeting
- 7 MNWT Webinar Series
- 11 March Planning
- 14 Out and About Night
- 15 Early Bird Renewals due Post-marked to CSC
- 31 NMAs due IN HAND to CSC

April

- 9-15 National Volunteer Week
- 12 MNWT Webinar Series
- 14 Year End Individual Entries due postmarked to IVP
- 15 Community Connections Award Nominations due to CC SPM
- 15 All Renewals due postmarked to CSC
- 24 LPM Reports due
- 30 DPM Reports due
 - L&L Certifications due to L&L SPM
 - NMAs due IN HAND to CSC

May

- 1 All USWT Certifications due
 - USWT Project Recognitions due
 - 3rd Trimester Success due to IVP
 - Project of the Trimester nominations due to SPMs
 - Outstanding Program Manager nominations due to SPMs
- 2 MNWT Webinar Series
- 6 Local Officer Training (LOTS) NEWSLET articles due to SPM
- 19-21 Annual Convention
- 23 "You're the Difference" messages due to NEWSLET SPM



Your Name: _____
 Telephone: _____
 Chapter: _____ District: _____
 Name message is for: _____
 Your Message (25 word limit):

Personals are due 2/1/17, 2/20/17 and 5/23/17. Send this form with \$2 per message or you can buy in bulk of 12 messages for \$20 or 25 for \$40. Make checks payable to MNWT. Mail to: Amy Pumper, 510 3rd Ave SE #319, Rochester, MN 55904. Email personals will be accepted. They will not be published until payment is received.



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