

GAP 100
Activity Support

GAP 100 Reference #

123

What

Creating an Effective Group Newsletter

Why:

- Newsletters are an important form of media. They offer a cost effective way to keep people informed, as well as promote events and programs.
 - Communicate vital information to parents.
 - Promote your groups programs and describe upcoming events.
 - A means to relay contact information to the parents.

What do I Need

- Compiling newsletter information is an ongoing process. Consider asking fellow leaders to contribute information.
- Determine the best time to distribute your newsletter. Typically a "Group Newsletter" is best distributed at the end of every month. The newsletter reviews month's activities and lets parents know what is going to happen the following month.
- How will you distribute your newsletter? Check with parents to see who can receive the newsletter by email.

Who Do I Need

- Have everyone (both youth and adults) in your group contribute.
- Should you have a senior sections (Venturers or Rovers) consider approaching a section to take on the project.
- This is also a project a parent could take on.

Preparation

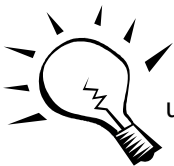
- Decide if this is going to be a general newsletter or is every section going to contribute.
- Describe: What is happening, What is going to happen, What we are about.
- Work on a distinctive title
- Keep sentences and paragraphs short and easy to read.
- A newsletter should not be more than a 4 to 5 minute read, ideally one page and not more than two.
- Consider using a two-column format for easy reading.
- Include your parents in the life of the group.

How do I do it

- Establish a format that is clean and simple.
- Use only clean-cut, easy to interpret pictures/clip-art.
- Don't forget to include our logo or organizational banner. Go to www.scouts.ca for clip art and logos.
- Carefully edit your newsletter and have someone else to review it as well.
- Make sure your information is accurate.

Follow-up:

- You can always improve your newsletter's ability to generate interest
- Tease your readers into contacting you for information.



An effective way in raising your Sponsor/Partner's interest in your group is by contributing to their newsletter. Providing a small concise article highlighting the group's successes, activities and upcoming events will go a long way in establishing yourselves as an important integral part of their organization.