

## What's Your Newsletter Score?

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters should be published on a regular schedule. Newsletter templates are available free online. Use a banner that remains generally the same and depicts who you are. Columns are good.

The **6 REQUIRED ELEMENTS** for a Delta Kappa Gamma Chapter newsletter

- The Society name - The Delta Kappa Gamma Society International
- The Mission Statement
- Your Chapter name and the state organization name - Alpha Delta State
- Date
- Volume and Issue Number
- Editor's Name

### DO

- Keep a similar format for each issue
- Use the category of article on the same page for each issue
- Use white paper
- Use frames, boxes, etc. sparingly
- Use color or spot color rather than tool lines for emphasis
- Use a table of contents if the newsletter is longer than four pages
- Use bullets for lists of items

### Chapter Sources for Articles

- Programs - before and after presentation
- Biographies of new officers or members

- Explanation of chapter project(s)
- Legislative updates
- Convention/conference news
- Committee activities
- Minutes and/or treasurer reports
- President's comments with President's full name
- Members' achievements/honors
- Birthdays of members

### Finally

- Newsletter of at least two pages
- Clean layout
- Readable font
- Creative titles
- Grammatically correct
- Correct society information
- Photos of members in action/with names
- Use some color and clipart
- Attractive formatting
- Eye-appealing design
- Less is more, i.e. six issues of two pages each rather than two issues of six pages
- Exposure often to our organization is useful

### Style guide notes

- Capitalization
  - Capitalize "Society" when referring to the international organization
  - Capitalize "Founders" when referring to the twelve women who organized our international Society
  - Capitalize specific events, regions or groups, i.e. Northeast Region

- Lower case letters:
  - Use lower case letters when using official titles, unless they are used before a person's name
- Style
  - Use the full name of the Society
  - Use of the Greek letters (ΔΚΓ) or (DKG) is permissible
  - Use "charter members" when referring to original members of a chapter
  - Use "state founders" when referring to state organizations
- DON'T use the following
  - Our "sorority" or "club" when referring to the Society.

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3. *Alpha Delta State Chapter Newsletter Checklist and Rubric Assessment Sheet.*

#### Glossary of terms

1. **Bullet** - A small solid circle printed just before a line of type, such as an item in a list, to emphasize it.
2. **Issue** - Each of a regular series of publications.
3. **Mission statement** - The Delta Kappa Gamma Society International mission statement (The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.)
4. **Volume** - A consecutive sequence of issues of publications.

#### Resources used to prepare this paper:

1. *Guidelines for State Organization and Chapter Communications Chair*, Delta Kappa Gamma Society, Revised 2008.
2. *Writing and Producing That Chapter Newsletter*, Paper

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