



2012 National Newsletter Contest Janet Martineau, National Chairman

Following are some suggestions to help the newsletter editor arrange a newsletter with content that is newsworthy and appealing and to prepare for the National Newsletter Contest.

It is very important that the Regent give the Newsletter Contest Guidelines to the court newsletter editor before she begins getting the newsletters ready for the local contest. Follow the guidelines carefully and be ready to answer any questions she may have. Your newsletter is a great vehicle to recruit new members, a communication tool and a record of your court's history.

All newsletters are required to include:

1. The Mission Statement of the Catholic Daughters of the Americas

MISSION STATEMENT

Catholic Daughters of the Americas strives to embrace the principle of faith working through love in the promotion of justice, equality and the advancement of human rights and human dignity for all.

2. A registered trademarked CDA logo of the Order should be on every issue of the publication. Be sure you have the ® mark on your logos.
3. The name, address and phone numbers for the Regent and/or Editor.
4. The Court name, number, location and state

What exactly should the newsletter contain?

- **Contact Information:** Include the name, address and phone numbers of the Court Chaplain, District Deputy and all court officers.
- **Meeting Place and Time:** Include the time, date and place of your next meeting. This is a great recruitment tool and listing your next meeting as "Next Meeting 7:30 pm September 7 in the School Hall" may not be sufficient. What school? What address?
- **Court activities:** Put them in short articles with the **byline** (name) of the person that wrote the article under the headline. Short articles are more likely to be read than longer ones.

- **Acknowledgement** of members for thank you's, sympathy, announcements, promotions, etc., makes a newsletter more personal. It also gives information to members that do not or cannot attend meetings.
- **Other Information:** Ask your Court Chaplain and District Deputy to write an article or paragraph each month for the newsletter.
- **National and State News:** Place the most current information from your National and State newsletters. Since these newsletters are usually sent quarterly, divide up the news you receive into two or three newsletters. There is plenty of information to work with. Be sure to list any National or State Events early so that travel plans can be made.
- **Website Information:** You are connected to a national organization and members need to know how and where they can find current information of national activities. More information is on the national website at www.catholicdaughters.org. List your State and Court websites also (if applicable). Provide a link to your newsletter on your website and/ or email your newsletter to save on ink, paper and postage. Even if you do not use a computer, there are others in the court and their family members who may look into these.
- **Number** the pages beginning with page two (2). It is not necessary to number the first page but page order can get mixed up without page numbers.
- Fill in empty spaces with a related graphic, prayer, poem, recipe, announcements, clip art, etc.
- Be creative but most of all have fun. We all enjoy our Courts newsletter.

Contact information is very important.

Catholic Daughters **are not** the only ones that read our newsletters.

Many courts place their newsletters in the lobby of the Church or offices of their parish and make the newsletter a great recruiting tool.

BUT without some contact information we may have just lost a new member.

So, check your newsletters, and make sure you have the necessary contact information in it.