



NATIONAL NEWCOMERS COUNCIL OF CANADA

33rd Annual General Meeting Sarnia, ON Oct. 16th 2010

Newsletter Meeting

Below: Attendees at the Newsletter Editors' Seminar at our 2010 Sarnia AGM



A club newsletter can keep club members up to date on current events, showcase the talents of individual members and record the achievements of the club. However, a club newsletter is only useful if people read it. An effective club newsletter will be interesting and relevant to the members of the club.

Member of the Month

Create a monthly feature that highlights a particular member of the club. People enjoy seeing their names in print and the feeling of being appreciated, so this can be a good incentive for people to read the club newsletter and actively participate in the club. Include a picture of the member in the feature

Feature Articles

Give club members the opportunity to showcase their talents and knowledge by asking them to write feature articles for the newsletter. The articles can give useful tips, describe life experiences, or explain how to perform a specific task. All the articles should be related to the main theme of the club. In order to better showcase individual members you may wish to limit the feature articles to one or two per monthly newsletter. This will make sure there isn't too much reading material for the other members.

Upcoming Events

Keep club members updated with upcoming events. This will keep everyone in the club informed, encourage more club activity and be a way for new members to become integrated into the club's activities. Add the upcoming events on a monthly calendar so that members can have a visual reminder. You may also wish to include upcoming events not necessarily hosted by the club, but related to it in some way. Provide a calendar of activities. Make sure to let readers know what events, meetings and other activities you have coming up. This helps them plan their schedules, paving the way for a higher attendance rate.

Enhance your newsletter with photos

Have photos of your members and activities. People like to see their club and fellow members in action.

It's also a nice way to encourage absentee members to finally show up; especially when they can see peers enjoying themselves in club-related activities.

Lisa Mina, NNCC Newsletter Editor
Sarnia, October, 2010

