

NEWSLETTERS

Your Newsletter

Production costs can be high. You may want to contact local businesses to help sponsor the newsletter, or charge them a fee for advertising within the newsletter. The Neighborhood Resource Office may be able to print your flier or small newsletter at no cost to your neighborhood. Call 303-651-8721 for more information.

Usually, a team effort works best when producing newsletters, however, there should be someone to coordinate the efforts of the group and edit the newsletter. Your association should appoint a committee and chairperson to be responsible for producing the newsletter.



By enlisting the participation of as many members as possible, you can appoint members of different committees to author articles and assign reporters to collect information from authors or research topics for the different columns of the newsletter.

Like many other community groups, neighborhood associations in Longmont have found that a newsletter is a great tool to communicate to neighbors about the current activities of the neighborhood association. Members can be motivated and informed about neighborhood activities.

Identify someone that has a personal computer or typewriter. Establish a distribution committee to deliver the newsletter every the households in the neighborhood.

Select committee members who are proficient in writing and editing.

Have clear deadlines for submitting all articles, editing, and printing of each issue of the newsletter.

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What to Include in Your Newsletter

- ◆ A "word from the president/director" column.
- ◆ Subtle reminders: A newsletter is an excellent means of correcting problems such as early placement of garbage, illegal parking, and other code violations. Also, remind members about dues payment through your newsletter.
- ◆ Classified ads: List neighborhood baby-sitters, handymen, lawn care people, seamstresses, for sale items, etc.
- ◆ Local businesses can advertise their goods and services. If enough businesses participate, the cost of the entire newsletter can be financed in this manner. A newsletter with advertising can become a major source of income for your association. Keep in mind that the Neighborhood Resource Office can not print newsletters that contain advertising.
- ◆ Post upcoming events such as public hearings, block parties and general meetings well in advance. Use this opportunity to recruit volunteers for committees.
- ◆ An announcements section for engagements, weddings, anniversaries, birthdays, honor roll, graduations, etc., to add a personal touch to a neighborhood newsletter. Also, use this section to welcome new residents into the neighborhood.
- ◆ Recognize neighbors for community involvement and volunteerism in a "neighbor profile" column.
- ◆ Feature a City-sponsored program or service that may be of special interest in your neighborhood.
- ◆ On occasion, use a "Bright Ideas" column to share ideas for neighborhood projects used by surrounding neighborhood groups.
- ◆ You may want to promote a "Home of the Month" award for neighbors that have done something special to fix up or beautify their property.
- ◆ Most importantly, ask your readers for suggestions and input into the newsletter.