

Quick Tips

Depending on its purpose and affiliations, an organization can use a newsletter in a variety of ways. Here are kinds of information that can be included in a newsletter:

News - world, national, state, & local - pertinent to organization business

Events the group is planning in the coming months; meeting schedule

Words of Wisdom, quotes

Summary of meeting minutes, committee reports

Local, regional, and national group affiliates' news; conference updates

Events or opportunities for members planned by other campus and community groups

Tips for professional, leadership, and personal development

Topical information on careers/job opportunities in related fields

Events or ideas the group is considering and wants member input/approval on

Recognition of members (member of the month, members who excel academically, etc.)

Leader Hints:

are available on the following topics

- Agendas
- Advising Groups
- Budgeting
- Co-Sponsorship
- Community Service
- Conflict Resolution
- Constitution and Bylaws
- Delegation
- Difficult Members
- Elections
- Event and Program Planning
- Fundraising
- Goal Setting
- Group Performance Evaluation
- Icebreakers
- Individual Evaluation
- Meetings and Minutes
- Motivation
- Newsletters
- Officer Transition
- Parliamentary Procedure
- Publicizing Events
- Recruiting New Members
- Retreats
- Starting a New Organization
- Stress Management
- Team Building
- Time Management

Leader Hints is a publication of the University of New Mexico Student Activities Center. Copies are available at the Student Activities Center, SUB Room 1018. For more information, call 277-4706.

Some of the information in this brochure was compiled from leadership materials from the University of Texas at San Antonio and the University of Kansas.

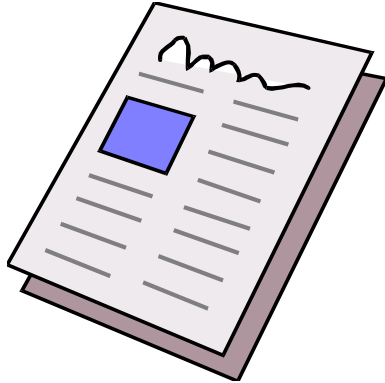
Leader Hints

Leadership Development Tips
for Student Organizations

Newsletters



Student Organization Newsletters



Important Newsletter Thoughts:

Why are you doing a newsletter?

- Inform members
- Recruit new members
- Communicate with alumni
- Inform members, alumni, possible new members and the general public of your group's activities
- Provide a historical record of group's activities, membership, etc.

How will it be funded?

What influences the cost of a newsletter?

- Length - one page or more
- Method of delivery — mail, hand, email
- Frequency of issues - monthly, quarterly, annually?
- Number of copies distributed
- Style - color printing, color paper, etc.

Who will receive the newsletter?

- Officers
- Members
- Potential new members
- Alumni
- International, national, regional, local affiliated organizations, leadership and headquarters
- University administrators and faculty
- Registered organizations at UNM

Other _____

What will you include in the newsletter?

Where will you find the information?

- Organization Business
 - compile pertinent information from minutes, committee reports, etc.
- Up-Coming Events
 - list upcoming organization and campus events, elections and future meeting dates & times
 - Career & Graduate School Fairs
- Campus and Community Service Projects
 - list any completed work
 - list opportunities for others to join in
- Words of Wisdom & Inspirational Quotes
 - find them in books, newspapers, online, from friends, make you own, etc.
- Officer Information
 - list officer names, responsibilities, contact information, and office hours.

- Pertinent Issues
 - check newspapers
 - regional / (Inter)national / affiliates' newsletters
 - conference info and summaries
- Tips for Professional, Leadership, and Personal Development
 - Check SAC Office for topics from leaderhints and workshops
 - Find info online or in publications
- Remarks & Personal Columns
 - Officer, Advisor or member remarks and opinions
 - Letters to the group from community (opinion or thanks)
- Recognition of Organization & Members
 - recognize members for academic, organizational and personal accomplishments
 - announce awards and recognition the organization has received at any level
 - spotlight a member/advisor and write a personal story
- Surveys or opinion polls
 - ask readers for their feedback
- FUN THINGS!
 - use pictures! (members/events)
 - make up games like crossword puzzles, word finds, soduku
 - Interesting facts and figures
 - history of the organization