

What to put in a Newsletter ... or just a Letter

by Grace McMillan

CONTACT INFORMATION

State Rep
Alternates
Treasurer
Secretary
Local Newsletter Editor
ICES President
ICES Newsletter Editor
Membership Coordinator

NECESSARY INFORMATION

ICES Deadlines
Convention/Midyear dates
Upcoming elections/DOS
Dates to Remember
Convention/Midyear News
Membership Information
Welcome New Members
Article solicitation

FUN STUFF

Articles with photos
Contests
Tips and Tricks
Hints and How-tos
Recipes
Member Highlights
Wise sayings
Photo memories

EASY NEWS

This is so easy, I'm almost ashamed to write it down....

First and foremost, remind all members of upcoming Days of Sharing and/or local events. Invite members from surrounding states!

Look on the ICES web site (www.ices.org) and in the ICES Newsletter for upcoming events close to your area ... and then put them in your own newsletter.

Make your members feel special by including birthdays, anniversaries, etc.

Pay special attention to new members by giving them a highlighted, welcoming spot in your newsletter.

Keep your newsletter "folksy" -- with your writing style make them feel a part of a greater whole.

Invite member participation. Ask for newsletter submissions. Do a local "Member Highlight" section.

Generate excitement by adding pictures of past events or teasers about upcoming events.

Remind members of ICES deadlines for convention registration, Midyear, etc.

EASY RECIPES

Do you have potluck lunches at your Days of Sharing? If not, you should! It's an easy way to share the cost and work ... plus it generates great new recipes to put in your newsletter.

In Oklahoma, we are assigned a particular type of dish to bring. The Rep usually designates salads, desserts, vegetables, bread, and so on.

If each member brings the recipe along with their designated dishes, all the Newsletter Editor has to do is gather the different recipe cards, make sure they're signed by the cook, and include them in the next newsletter.

This will inspire not only the members who read and try the recipes because they'll know they are favorites of other households, it also has the capability to encourage the cooks to bring unique and wonderful dishes as they compete in a friendly manner with each other.

You might even give prizes to the dishes that were voted most popular, most unique, tastiest dessert, etc., in the People's Choice division.

EASY ARTICLES

Let me tell you how to write an easy article that does not involve much time, expertise or extra energy:

- Take a good digital camera to a Day of Sharing or local cake show event (5 mega pixels or higher)
 - Snap photos as the demonstrator goes about his/her work.
 - Include close ups of each step ... and farther away shots. Take some "fun" shots as well. Be sure to include a few interested faces in the crowd.
 - Include a photo of the finished masterpiece and artist.
 - Ask the demonstrator for his/her handout.
 - Keep your shots as uncluttered as possible. Use plain walls as a backdrop. Remove all wall hangings.
 - Go home, arrange the photos in order, describe what the artist is doing in the picture, and voilà! You have an article about your most recent Day of Sharing that your members will enjoy reading and remembering.
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