

# ICES State Newsletters

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## Why should I do a state newsletter?

- To communicate important information to your members.
- To give recognition to your members.
- To publicize events.
- To encourage support for the organization.
- To promote the organization.

## How often should I publish a newsletter?

- Do not send out a newsletter just when you are having a Day of Sharing or other event.
- Establish a set schedule for newsletter publication. Consider the time needed to do it, the amount of information you have, the amount of help you have, and the money you have available.

## What should I put in my state newsletter?

Try to make your newsletter appeal to all of your members. Remember that the larger your membership, the more diverse its interests will be.

- Hints/tips
- Recipes
- Patterns/designs
- Announcements of/directions to special events (state Day of Sharing, other states' Days of Sharing)
- New member welcomes
- News of members (births, weddings, illnesses, etc.)
- Book/product reviews
- Interviews
- Cartoons, games
- Member birthdays
- State business Letter form the state rep

- How to contact rep and alternates
- Cake club news
- Lists of cake decorating shops
- Reminders (i.e. Don't forget to register for convention!)
- Calendar of events
- Advice column
- Information on classes and teachers throughout the state
- Photographs taken at state events.

## What should I *not* put in my state newsletter?

- Copyrighted material
- Material from recent ICES newsletters
- Material copied from other sources—unless you give proper credit

## Where are some good sources for material to put in my state newsletter?

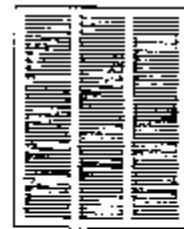
- Your members
- Other newsletters
- Magazines/newspapers
- Clip art books and computer clip art

## How should my state newsletter look?

Looks do count. By following some simple publishing guidelines, you can make your newsletter look appealing and be more readable.

- Use columns of text. Three columns is a good number.
- For the main text, use a simple, familiar typeface that has a serif.
- Avoid setting body copy type too small. Usually 10 to 12 points is a good style.
- Avoid using all caps. All caps is very difficult to read.

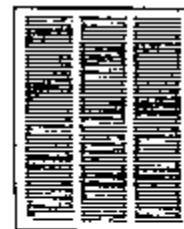
- Create a distinctive masthead.
- Avoid orphans, widows and tombstones (see samples below).
- Keep your pages clean and neat. Use spray adhesive to add clip art. Opaque out the lines around cut outs with Wite-Out.
- Proofread your copy!!



Widows in mid-column (single word ending a paragraph leaving a space)



A widow at the top of a column (single word at end of paragraph that is alone at top of column)



An orphan at the bottom of the column (first line of next paragraph alone at end of column)



Tombstone headings (dividing columns to form sized headings)

# Serif

## Sans Serif

### How about getting my state newsletter printed?

- Check out all of your local printers and print shops for the best rate. If your circulation is small, it may be cheapest for you to use a self-service copy operation.
- When doing comparison shopping, consider different paper sizes and formats: 8-1/2x11-inch paper either full sheet or folded into a booklet, 8-1/2x14-inch (legal) paper either full sheet or folded into a booklet, 11x17-inch (ledger or tabloid) paper folded produces four pages on a sheet.
- Insist that your printer/copier give you clean copy. It should look as good as, or better than your original.

### How should I mail out the newsletter?

You can either mail the newsletters in envelopes or you can make them self-mailers. Self-mailers save the cost and weight of envelopes, but you must reserve 1/3 to 1/2 of the space on the back of the newsletter for the address label, return address and postage. If you decide to use the self-mailer, keep these things in mind:

- It is better to fold the newsletter into thirds, than in half. Inexpensive letter folding machines are

available at office supply stores.

- Use the address side for special reminders.
- After folding, you need to tape all sides of the newsletter closed. This will help to keep the newsletter from getting caught in the post office sorting machines.
- You can usually mail about 4 letter-size sheets printed front and back at the current 1-ounce letter rate. Be sure to weigh your newsletter to avoid the embarrassment of postage due!
- Hate licking stamps? Buy self-adhesive ones, available in rolls.
- Check with your post office to see if you qualify for bulk mail rates. There is an annual bulk rate permit fee and you must mail a minimum of ? pieces or ? pounds (check current figures) at a time. But if you can qualify as a non-profit organization the savings are significant.

### How can my state pay for our newsletter?

- You can get reimbursement from the ICES treasurer.
- Sell advertising in your newsletter. Keep it simple; just offer business card-size advertising.
- Sell subscriptions to out-of-state ICES members.

### To whom should I mail our state newsletter?

- State members
- Subscribers
- ICES President
- ICES Newsletter Editor
- ICES Newsletter Committee Chairman
- Your state's board member liaison

- Other state reps
- Prospective members

### This sounds like an awful lot of work! How about some time-saving tips?

- Get help!
- Don't bite off more than you can chew. Emphasize consistency rather than quantity. A two- or four-page newsletter that arrives on time every two months is better than an eight-page newsletter that arrives at irregular intervals.
- If you have a computer available to you, get a good page layout program.
- Use either computer generated mailing labels or type them on a labelmaster and have them printed on mailing labels.
- Get an electronic stapler.
- Keep an accordion file handy in which you can file anything you may later want to put in your newsletter.
- Have fun!

Be sure to read pages 36, 37 and 37a in your Reps Handbook. These pages deal with editing and creating a newsletter and have very valuable information.

*This and the above paragraph are set with a flush-left margin, which some feel is easier to read.*

*This paragraph is set with justified margins (both the left and right margins are flush), as are the columns on this page. Printers feel this is a more easily readable format.*