

# 2017 National Newsletter Contest

Esther Waters, Local Courts Chairman

Suggestions to help the newsletter editor arrange a newsletter with content that is newsworthy and appealing and to prepare for the National Newsletter Contest.

Your newsletter is a great vehicle to recruit new members, a communication tool and a record of your court's history.

It is very important that the regent give the Newsletter Contest Guidelines to the court newsletter editor before she begins getting the newsletters ready for the local contest. Follow the guidelines carefully and be ready to answer any questions she may have.

## All newsletters are required to include:

1. The Mission Statement along with any of the registered CDA logos.
2. These two items identify CDA as a national organization. Being a national organization, the logo of the order should be on every piece of publication.
3. The name, address and phone numbers for the Regent and Editor.
4. The court name, number and location of the court. Many newsletters may have the name of the court and court number, but the city and state were omitted.

## What exactly should the newsletter contain? Most importantly it needs the Contact Information.

- Include the name, address and phone numbers of the Court Chaplain, District Deputy and all court officers.
- Ask your Court Chaplain & District Deputy to write an article each month for newsletter.
- **National & State News.** Divide up the news you receive from the national quarterly packets into two or three newsletters. There is plenty of information to work with.
- You are connected to a national organization and **members need to know how and where they can find current information of national activities.** More information is on the national website address: [www.catholicdaughters.org](http://www.catholicdaughters.org).
- **Court activities:** Put them in short articles with the **byline (name) of the person** that wrote the article under the headline.
- Short articles are more likely to be read than longer ones.
- Acknowledgement of members for thank you's, sympathy, etc. makes a newsletter more personal. It also gives information to members that do not or cannot attend meetings.
- You are writing the news happenings of your court, so regarding photos, consider limiting your photos. One or two per event is sufficient.

- **Number the pages beginning with page two (2).** It is not necessary to number the first page but page order can get mixed up without page numbers.
- Be sure to use excess “white space” with a related graphic, prayer, poem, recipe, announcements, etc.
- Be creative and have fun. We all enjoy our Courts newsletter.

### **Contact Information Omitted from Newsletters**

- A newsletter may have the name of the court and that’s all. No identification of where it is coming from?
- It may only have the Regent’s name at the bottom of her article, but there is no address or phone number to contact her or anyone else.
- The court members know the Regents contact information but a new and interested person does not.
- 70% of newsletters do not have the officers or their Chaplain’s information published.
- If they do, it is only their names; some have their address, but no phone numbers or emails.
- It may have the editor’s name, street address, but no city or phone number or emails.

### **Contact Information is very important**

Catholic Daughters **are not** the only ones that read our newsletters.

Many courts place their newsletters in the lobby or offices of their parish, AND

At this point the newsletter becomes a great recruiting tool.

BUT.....without some contact information we may have just lost a new member.

So check your newsletters, and make sure you have the necessary contact information in it.

#### **MISSION STATEMENT**

Catholic Daughters of the Americas strives to embrace the principle of faith  
Working through love in the promotion of justice, equality and the  
Advancement of human rights and human dignity for all.