

2013 National Newsletter Contest for Local Courts
Duchess Collins, State Chairman

For the Newsletter Editor to prepare for the National Newsletter Contest.

She needs copies of everything pertaining to the newsletter contest that the Regent has received from the State Regent. She should receive the:

- Suggestions to help the newsletter editor arrange a newsletter with content that is newsworthy and appealing.
- Current 2013 Guidelines
- Letter to Regent from State Chairman with postmark deadline.
- Scoring Sheet with suggestions of what can be included in each category
- The judges will have a copy of this page to help them score the newsletters.

The 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

Deadline for newsletter entries to State Chairman is determined by the State Regent.

Website state www.texas.org National website www.catholicdaughters.org

Why do some newsletters get disqualified?

- * Editors do not meet all the requirements.
- * All newsletters are required to include:

(1) CLICK MISSION STATEMENT --- THE CORRECT WORDING

Mission Statement is found in the book of By Laws of the Order.

This is the wording, NO MORE - NO LESS

THE LOGO WITH THE REGISTERED “R”

1. These two items identify Catholic Daughters as a national organization.
2. Being a National organization, the logo of the Order should be on every piece of publication.

(2) CLICK - REQUIRED INFORMATION – ON TOP OF NEWSLETTER

1. The logo of the order WITH REGISTERED “R”
2. Court name, number and location of the court ON THE TOP OF THE NEWSLETTER.
3. Mission Statement
4. The name, address and phone numbers for the Regent and Editor.

CLICK Twice

I'm suggesting the newsletter include the name, address and phone numbers of the Court Chaplain, District Deputy and all court officers.

(3) CLICK - Front page could look like this containing all the required elements in LAYOUT.

(4) CLICK - Contact Information Omitted from Newsletters

- A newsletter may have the name of the court and number, but that's all. No identification of where it is coming from?
- It may only have the Regent's first 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 comer to the parish would not know who she could contact for more information.
- Without enough contact information, you may be losing opportunities for new members.
- So, check your newsletters, and make sure it includes all the necessary contact information.
- 50% 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 email.
- 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.

REASON FOR A REGENTS MESSAGE

- **The Regents message – keeps the members informed.**
- Ask your Court Chaplain & District Deputy to write an article each month for the 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.
- **WE 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.

(5) CLICK - COURT ACTIVITIES - Articles & By-Lines

- **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.
- **Headlines –** Need to be eye catching - informative;
- **Headlines** capture interest and are helpful in locating material.

ALSO-----

- 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 KEEPS document organized,**
- **Number 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.

Contest Deadlines

- **Local Court Newsletters Postmarked February 1, 2013 to State Chairman.**
- **Newsletters that meet all requirements will be sent to the Judges.**
- **Only 1st place winners in all Divisions and categories are sent to the National Chairman – postmarked deadline – May 1st.**
- **National Winners will be announced in July during the Natl. Conv. In Billings, MT.**

(6) CLICK - CREATE AN EFFECTIVE NEWSLETTER

Read from slides

(7) CLICK - Page 2 – CREATE AN EFFECTIVE NEWSLETTER

Read from slides

(8) CLICK - SAMPLE NEWSLETTER

Sample newsletter with columns and text boxes

(9) CLICK – SAMPLE NEWSLETTER PG. 2

Text box on one half page - 3 columns on other half with pictures

(10) CLICK – SAMPLE NEWSLETTER PG. 3

Text box on top of page
Columns with a picture bottom of page

- Be creative and have fun.

(11) CLICK - SUGGESTIONS FOR THE NEWSLETTER CONTENT

Read from slides

(12) CLICK - CONTEST NEWSLETTER GUIDELINES

Read from slides

(13) CLICK - State Regent is responsible for setting the deadline for local court entries to the State Chairman in the state contest.

Read from slides

(14) CLICK - LOCAL & STATE COURT SCORING SHEET

You have a copy of this in your handout.

(15) CLICK - LOCAL COURT COVER SHEET

This is what the Regent completes and sends with the newsletters to the state chrm.

(16) CLICK - STATE COURT COVER SHEET

This is what the State Regents complete and sends with the state newsletters to the National Newsletter Chrm.

(17) CLICK - QUESTIONS

The majority of those who do the newsletters may not be in this room.

I would like to recommend for consideration, if you think the newsletter editors would like to have a newsletter workshop during the district workshops, contact the State Regent.

(18) CLICK - HAVE A NICE DAY!