

# JUNIOR BULLETIN

**CLUB NEWSLETTER**

**GUIDELINES**

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CJW JUNIOR BULLETIN GUIDELINES FOR CLUBS AND CJW BOARD MEMBERS

**PURPOSE:** The CJW Junior Bulletin is an important communication tool. It is a means of sharing ideas between clubs around the state and for sharing suggestions and information from the members of the CJW Board. It is our newsletter, so please take a few minutes to read through the following list of guidelines and suggestions.

1. **PUBLICATION:** The CJW Junior Bulletin is published ten times a year with May/June & July/August being combined issues. Distribution of the newsletter is e-mailed the last week of the month, or as close to the first of the month as possible.

**2. DEADLINE FOR ARTICLES: *The deadline for the CJW Board to submit articles is the 20th of the month. Submit articles to the Junior Bulletin Editor via e-mail as MS Word 97 version attachment or within the body of your message***.

3. **DISTRIBUTION:** One (1) copy of the monthly Junior Bulletin is e-mailed to CJW Board and Past Directors. One (1) copy is e-mailed to each club, unless otherwise requested. The first name listed for co-presidents will be the recipient of the Junior Bulletin, unless otherwise requested. It is recommended that the CJW Bulletin be forwarded via e-mail or distributed to all club members.

4. **CLUB PRESIDENTS:** Please be sure that a copy of each month's newsletter is e-mailed to your District Advisor by the 1st of the month. This will allow her ample time to review your newsletter for information and ideas to submit for the District Section of the CJW Bulletin. If your newsletter will not be published within this time frame, communicate any vital club events and news to your District Advisor by telephone, e-mail or personal note. REMEMBER: The CJW Bulletin is our means of communicating with our entire sister clubs in the state. Put this vital resource to work for your club.

5. **DISTRICT ADVISORS:** Please be as brief and concise as possible when writing your article. Analyze items for value to the readers. Upcoming club events, which are open to the public, should be submitted far enough in advance to allow readers time to plan on participating. Noteworthy projects and ideas may also be included.

6. **COMMITTEE CHAIRS:** Please be considerate of your readers when submitting your articles, be as brief and concise as possible. It is possible to adequately and effectively relay a message in few as well as many words. Analyze the value of your article with the reader in mind. Inspire with new and fresh ideas. Inform with noteworthy excerpts. Praise the work of individual clubs. Share information and resources. NOTE: The information in your newsletter article may take several months to disseminate down to the club level. Keep this in mind when dealing with dated material. Make sure that articles appear in a timely manner.

**CRITERIA/ SUGGESTIONS FOR CLUB NEWSLETTERS**

Listed below are various criteria and suggestions for making your club newsletter eye-catching, efficient, and effective. Be sure that your President, Officers, and Committee Chairs are aware of the following newsletter suggestions. It is recommended that you start the year by discussing newsletter "content" needs with your Board.

Your newsletter is an important communication tool for veteran members and is often a selling tool to potential members. Be sure that your newsletter contains the information that YOUR club needs and wants to see. Not all ideas are suited to every club, but many are considered a must for all clubs. Most importantly though, make it enjoyable and informative for your members to read!

# IDENTIFICATION - COVER PAGE

1. **NEWSLETTER NAME:** Place the name of the club newsletter on the cover page.
2. **CLUB NAME:** The full name of the club should be included on the cover page.
3. **DATE AND ISSUE:** The date, including month, year, issue number (ex. If this is your club's 25th year, the first issue for the new club year would be Vol. 25, No. 1).
4. **EDITOR'S NAME AND CONTACT INFORMATION:** The full name and phone number of the Editor.
5. **PRESIDENT'S NAME AND CONTACT INFORMATION:** The full name and phone number of the President. This is very helpful resource for members or prospective members.
6. **CJW IDENTIFICATION:** "Member of Connecticut Junior Women, Inc." should appear somewhere in the title area. Include the CJW logo if possible.
7. **UPCOMING MEETINGS:** The date, time, and location of the next meeting.

# CJW INFORMATION

1. **CJW NEWS:** Include coverage of CJW board meetings and conferences such as topics discussed, votes taken, committee chairmen reports, etc. EDITOR'S NOTE: Reports on CJW should be a synopsis of the business conducted, not a list of members in attendance.
2. **CJW LONG TERM AFFILIATION (LTA):** Information about CJW’s LTA including background, items needed, ways to involve your club, total moneys raised by CJW, what other clubs have been doing (gathered from LTA article in monthly Junior Bulletin), and project proposals.
3. **DISTRICT HAPPENINGS:** Include upcoming events from other clubs in your district on your calendar of events. Highlight their projects, etc. Use the District Advisor, the CJW Bulletin District Article, and your club Presidents as a source of information.
4. **BLUE BOOK INFORMATION:** The Blue Book contains information about CJW History, officer and chairmen biographies, etc. It includes department information and resources. This information is directly related to how your club is run. This should be shared with all members.
5. **WEBSITE:** Visit WWW.CJW.ORG. for updates & ideas to include throughout the year. The password for all protected documents is “cjw”.

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1. **PRESIDENT'S MESSAGE:** Upbeat and encouraging while not stealing too much thunder from other reporting members.
2. **TREASURER'S REPORT:** Not just totals. Include checks issued and to whom, deposits made, etc. Consider summarizing progress toward club monetary goals.
3. **MEETING MINUTES:** Include minutes of the previous meeting for members who were unable to attend.
4. **CORRESPONDENCE:** List correspondence sent and received, particularly thank-yous. Include asummary of what the thank you was for, not just who sent it.
5. **ITEMS TO BRING:** Reminder to members of what to bring to the next meeting, i.e. items being collected, money that will becollected for events, etc.
6. **UPCOMING SIGN-UPS:** Reminder to members of sign-ups that will take place at the meeting sothey can quickly check their calendars for conflicts.
7. **MEETING AGENDA:** This will inform members of upcoming topics for discussion aswell as special events happening at the next meeting.
8. **MEETING HIGHLIGHTS:** Highlights of Board and General Meetings, including any by-law changes, recommendations, and/or motions passed or pending.
9. **COMMITTEE REPORTS:** The heading for each report should include the Chair’s full name and phone number. Clearly identify programs and projects. Upcoming projects should include the date, time, and placeand project coordinator. Summarize projects completed during the previous month. Include thanks to members who participated and project outcomes. Include funds raised or spent.
10. **CALENDAR LIST OF UPCOMING EVENTS:** Include all club functions, CJW meetings, and events sponsored by other clubs in your district.
11. **GRAPHICS/ ILLUSTRATIONS:** Pictures are useful tools to provide breaks in all-type pages or as fillers. They also provide eye appeal, and can focus attention on important news. Use them sparingly to create a visually entertaining newsletter. Also remember, all computers and programs are not alike and may not accept or may show the graphics and/or tables as distorted or hieroglyphics within the newsletter.

# MEMBERSHIP INFORMATION

1. **BIOGRAPHIES AND FACTS:** Include biographies of new and veteran members. Welcome new members. Include interesting facts about current and former members. Make members feel important with more than just a mention of their name. Remember, this is THEIR newsletter!
2. **RECOGNITION:** Everyone likes recognition for his or her efforts. Include thanks to members and others (husbands, family, secret pals, etc.) Include recognition of events such as birthdays, anniversaries, births, promotions, graduations, etc.
3. **SPECIAL AND FEATURE ITEMS:** Want ads, classifieds, Kid's Pages, recipes, craft instructions, tips, etc. Feature articles add interest to your newsletter and emphasize how much fun being a volunteer can be.

## *PRESENTATION*

1. **READABILITY:** Your newsletter should be easy to read, free of grammatical and spelling errors, with information that can be easily found. Try to keep articles in the same order from month to month. Begin with the President and Vice President(s) followed by other officers, Service Committee reports, and finally other reports.

2. **CONSERVATION:** It is recommended that you either e-mail or print double sided copies of your newsletter to save on paper and postage.

**COURTESY COPIES OF YOUR NEWSLETTER AND/OR ARTICLES**

Mail copies to the Director, Assistant Director and District Advisor (prior to the first of the month if you would like the information added to the CJW Bulletin). Your department chairs or coordinators for each club should contact their respective CJW Chair with their monthly news articles to include within the CJW Junior Bulletin too.

**ADDENDUM:**

While Newsletters have long been the norm, several smaller clubs have found that communication is more immediate if they utilize emails instead of a formal newsletter each month. Since communication is the key please do not feel that you MUST send out a monthly newsletter if you are communicating with ALL of your club members by email. Just be aware that there are still people who do not have access to email so make sure that they have a connected buddy who will keep them informed of all communications sent out to your group.

**GETTING THE WORD OUT:**

Getting and retaining members is a common problem for all clubs. Here are a few suggestions on how to attract new members:

1. **Publicize events on Social Media**
2. If you don’t already have one, set up a Facebook account for your club. Be sure to invite the members of CJW Board to like your page, and commit to keeping it fresh and current. Anything your club does, no matter how trivial to you, could be the deciding factor for a prospective member to take that first step and attend a meeting.
3. Pictures are worth 1000 words but please remember to use captions to identify the event and the people in the picture.
4. All posts should include the date/time/place of your meetings and an invitation to prospective members to attend a meeting.
5. **Brochures and Display Boards**
6. Make and update a brochure describing your club, its history, some of the events you sponsor and the beneficiaries of your fund raising activities. Your affiliation with CJW should be included.
7. A display board is a great tool to bring with you to civic events. Include your brochure, pictures of events, CJW affiliation, etc.
8. Make use of other community events to get your name out there.
9. Leave brochures with your Chamber of Commerce, Library, Doctor’s Offices, Community Bulletin Boards.
10. Attend school Open Houses with your brochures and display board. It’s a great place to network.
11. **Create a Business Card for Officers and Members**
12. There’s a sample business card on the CJW webpage, or design your own.
13. I use a 2-sided card, with the reverse side listing the organizations your funds support.
14. The front of the card should have your club name, logo, CJW affiliation and logo, date/time/place of meeting, and your name, title, and contact information.
15. Attend community events and network promoting your club and giving out your card.
16. **Getting “Ink”:**
17. Join your local Patch.com (you can only post items on your *local* Patch so have members from different towns set up Patch accounts.
18. Get to know your local newspaper. Submit human interest stories or Letters to the Editor highlighting club accomplishments. Make sure to include the date/time/place of your meetings and the name and contact information of your Membership person for interested parties to learn more about your club. Include pictures, identifying the event and who is pictured.
19. Major CT newspapers have guidelines for submitting articles. Be aware of deadlines for submission.
20. Unless you pay for space, most newspapers only print articles based on space available.
21. **Event flyers:**

To publicize your event to all CJW member clubs send a copy of your event flyer to the CJW Director for approval. She will then forward to the Corresponding Secretary for distribution. All flyers must include the CJW logo which can be found on the CJW webpage.

**CJW JUNIOR BULLETIN EDITOR JOB DESCRIPTION**

**GOAL:** To provide a monthly newsletter that is a tool for sharing ideas between the CJW Board and clubs. To provide information on how to publish a club newsletter that is a useful communication tool for members.

**Job Responsibilities**:

1. Publish monthly newsletter, Junior Bulletin.

a. Email reminders to CJW Board members regarding monthly newsletter articles.

b. Keep an updated list of club contacts.

c. Distribute Junior Bulletin to CJW Board members, CJW Past Directors & clubs via email.

2. Prepare an email handout for CJW Conferences & statewide meetings.

3. Organize a workshop to be given at a statewide meeting as directed by the director. This workshop can contain discussion of award winning newsletters, hands-on training or review of past successes. This workshop should include a handout of workshop contents.

1. Assist clubs by answering their inquiries regarding this department, if you are unable to answer a question contact the CJW Director for help.
2. Refer to RESPONSIBILITIES OF THE CJW BOARD OF DIRECTORS in the General information section for more information.
3. Required skills: Excel, Word, Email. Use of a computer is necessary.