

# Lone Star News

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## Writing with a purpose

The newsletter is a chapter's most effective means of communicating with its members. The publication fosters within your members a sense of belonging by giving them member-related information and news about your chapter. Promoting a sense of community with your members will result in a stronger chapter.

Consider the main purposes that your newsletter serves:

- **Informs** members about social events, accomplishments, goals and follow-up information.
- **Motivates** members by encouraging, recognizing, applauding and spotlighting them.
- **Solicits** volunteers, donations, contributions, attendance and help for chapter activities.
- **Educates** members with instructions, procedures personal and societal information.
- **Markets** the chapter, state and international organizations.

## Newsletters and the



Many members believe that the newsletters are old fashion and prefer to place information on a website. The two work well together, but each has its place.

A website usually categorizes information in various locations, and a newsletter collects time sensitive information in a single package.

Newsletters do not have to be mailed to members. They may be emailed or posted on a website for members to access. The method of distributing a newsletter is up to the chapter members.

## Recognition

The primary method of getting member and chapter recognition into the *Lone Star News* is through the chapter newsletters sent monthly to the LSN editor. Other information is emailed or sent by regular mail from chapter presidents, state committee chairman, area coordinators and members.

Pictures and member names are important. Send digital, unedited, high resolution pictures as a jpg attachment with the identities of members and their chapter and area.

High quality printed pictures and the supporting documentation should be sent my mail.

The *Gold Piece* is a reoccurring feature in the LSN. Members may submit thought provoking articles. The topic is open; the main attribute is that they make members think.

Names in *Alpha State Remembers* are provided by the state necrology chairman from forms submitted by chapters.

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