



Communiqué

The Delta Kappa Gamma Society International
TSO Communications Committee Bulletin

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Inform the Membership • Create a Buzz • Enhance DKG Visibility

Chapter Brochures Spread the Word

Create a buzz about your local DKG unit by producing a chapter brochure. It's a great way to get your chapter's name and contributions to education out to prospective nominees in your locale. Chapter brochures can work in conjunction with other Society literature or stand alone as an tool to enhance the public's awareness of Delta Kappa Gamma in a school district, community, or county area.



Whether you want to design a vehicle to create greater general awareness of your chapter, tout a particular program of work for a biennium, or advertise a one-time event, a brochure campaign can be a helpful tool if properly planned. Like commercial advertisements, a brochure should grab the reader's attention, state helpful information about your chapter, and leave a positive lasting impression. Making an effective brochure means you must work to convey the feel and ideals of the Society - and specifically the local chapter- into the brochure while being concise and offering attractive imagery to get people to read the message.

Attract readers and spread the DKG word by using a brochure as a calling card when approaching a prospective member. Include chapter brochures in the orientation packets used prior to initiation. Is your chapter involved in mentoring activities, book distributions, Teacher Appreciation Week projects? Consider these as opportunities to leave brochures behind when members present goods for such undertakings.

Here are some helpful tips to remember when taking on a brochure project.

1. Look at a significant number of brochures.

The DKG website has multiple examples of Society brochures that set a standard of modern, professional design to attract the key woman educator. Then create something unique to your chapter that is sure to grab your audience's attention. You can drive the Society's message home by making a brochure that's up close and personal because nobody wants to buy into a group that seems too far removed from home or too stuffy.

2. Determine the type of brochure to be used.

Will your chapter pamphlet be designed to find new prospects or to follow-up with prospects? In commercial advertising there are various basic brochure categories which include leave-behind brochures, point-of-sale brochures, and sales support brochures. Leave-behinds would be the brochures you leave after meeting with a potential candidate for membership. A point-of-sale brochure might be the chapter publication prospects pick up while in the teachers' lounge or find in the orientation packet. The respond-to -inquiries may be seen as the brochure your chapter drops in the mail to follow up on questions non-members ask about DKG or after conversations held with former members who may be interested in reinstatement.

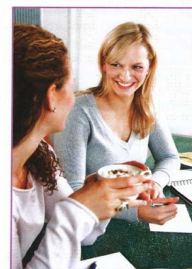
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FOCUS
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Create a Buzz
CHAPTER
BROCHURES

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Reinstatement



Reaching out
to our former
members!

Society Brochures
available for download
@ www.dkg.org
Choose **Library** then
Society Brochures

Buzzing with Public Relations



Public relations is an increasingly important responsibility for the communications committees at the chapter level. These workers should be pro-active in creating a community climate that will help Delta Kappa Gamma receive recognition for our many programs and activities that impact education across the state. Being pro-active means many things, but one important facet is to create familiarity with and good reputation of the Society's name. Another is to foster the good will of news media. Invite media representatives to attend DKG events. Submit clear, concise, and relevant news releases often. The more we publicize, the more the community has an opportunity to hear and see. The more they hear and see Delta Kappa Gamma at work, the more visible we become. Don't forget to include special-interest magazines and newsletters such as those published by chambers of commerce, tourism groups, senior citizen groups, professional groups, and appropriate school, college, and university boards and administrators.

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3. Design the cover and choose a simple title.

A catchy headline and visual aid should clearly illustrate the chapter image you want to promote. Don't use words that a reader cannot understand. Be sure the title relates to the interior of the brochure. Utilize photos, designs and *white space* to make the brochure appealing.

4. Decide what type of information the audience needs and organize the content accordingly.

The message will depend on the kind of brochure you have chosen. Keep your content interesting by placing visual aids with captions throughout the text. Add a bulleted list to highlight some major points. If not a bulleted list, keep your sentences short and simple. Briefly state how DKG has a local purpose and fills a need. What is it that draws women to accept an invitation to membership in your chapter? Be truthful and relevant to the culture and needs of today's woman educator. Experts also advise that it is useful to include testimonies of teachers in the community who have benefited from their membership in DKG. Add a little humor and lightheartedness, offer opportunities for potential newcomers to find their own niche of involvement and the chance to use their gifts and talents. A powerful call to action is useful in a brochure printing to make people feel wanted and needed.

5. Make it personal.

Use contractions and limit your commas. You've probably noticed that more and more advertising contains a lot of contractions. It's all a part of making it personal. Commas everywhere really distract the eye. Your message gets lost because your reader is trying to make sense out of your sentence. Remember you're just having a friendly conversation via a brochure about your chapter and friends in DKG.

6. Get readers excited to see what they will find when they look for more information.

Draw readers in by leading them toward a place with more information- usually a website- about your chapter and Delta Kappa Gamma. Not answering all their questions will give them a reason to investigate. Don't add any text or pictures to the pamphlets that will be quickly outdated. You'll spend time and money producing brochures so you'll want to continue using them for at least one year. Keep the text and pictures generic and save the more detailed information or any information subject to change for your website.

7. Include contact information.

A well-designed brochure creates urgency for the reader to contact you. Place your contact information in a noticeable place to ensure it can be found easily. Also be careful to use a font and size that is easy to read. Contact information generally goes on the back side of the brochure. Always stick with the basics: chapter name, Society logos, mission and/or vision statement, address, phone number, and website.

Producing a chapter brochure doesn't have to be expensive. Resources abound on the World Wide Web that you can use online to make good brochures without any money or a lot of time. Better still, the Alpha State website offers templates that are easily downloaded to get you started. Yes, you can create a brochure that reflects the fellowship and projects unique to your chapter. Yes, you can impact public relations and membership with a brochure project.

Read more about making brochures at these sites:

http://www.ehow.com/how_6554179_make-good-brochure.html#ixzz1fDV212KB

<http://knol.google.com/k/how-to-make-a-brochure-in-microsoft-word#>

<http://glassvisage.hubpages.com/hub/How-to-Make-a-Brochure-with-Free-Online-Tools>

Five Star Newsletters – Making the Grade



Here's the good news. More than 160 chapters are communicating with members through newsletters. Many are fast approaching that magic minimal number 5 – five issues of the chapter newsletter. Those chapters that publish bi-monthly issues have until May 1 to submit at least five editions. The disquieting news is that it appears some chapters do not publish a newsletter and that other chapters have inconsistently mailed hard copies to the appropriate state personnel. Addresses and emails are available online for the five people who should receive copies of each newsletter as they are published. The list of state personnel includes not only the AC for a chapter but **the area representative to the state communications committee** who assists the state chair in keeping record of the number issues each chapter submits.

Area 1 Sue Sides
Area 2 Justine White
Area 3 Jerry Bell
Area 4 Kay Bollom
Area 5 Karolyn Caldwell
Area 6 Janice McWhorter
Area 7 Linda Elliott
Area 8 Ruth Prosser
Area 9 Donna Jenkins

Area 10 Martha Tandy
Area 11 Ruth Cochran
Area 12 Helen Mock
Area 13 Ann Howard
Area 14 Millie Ward
Area 15 Judy Courreges
Area 16 Lou Hitt
Area 17 Kay Loehr
Area 18 Brenda Pearson

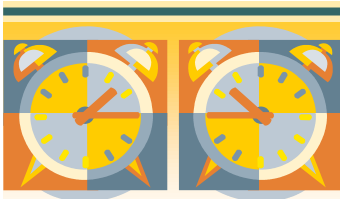
Newsletters are required to be **at least two pages long**. The **format should include a complete header**.

Trends in omissions of required elements which editors may be interested in correcting are:

1. Missing state organization name or logo, area or chapter number, or geographic locale
2. Including the chapter name- even if it is also part of the name of the newsletter
3. Correcting issue numbers - These should begin with #1 for the August/Sept. editions in 2011.-2012
4. Updating the State logo and theme to 2011-2013 versions
5. If the full name of the Society is printed in the text of the header, DKG style calls for the complete name to include **The Delta Kappa Gamma Society International**. Official international Society logos (with variant name) may also count toward the requirement of including the organization's name.
6. Including the **editor's name and email contact information** (not required for the header, but should appear somewhere in the newsletter)

See the list of components that make for an outstanding newsletter posted on the communications committee page of the state website, www.alphastatetexas.org. Then check your own product. Do you find all the required elements in place? If so, your GPA is likely to be a 5.0. ★★★★★

Mentor the Membership: Approaching Deadlines



Time waits for no one.

See

www.alphastatetexas.org

Deadlines and Forms
for more information

January 3 International Educational Foundation Project Application

February 1 **Chapter President's Annual Report**
Chapter Necrology Report
Chapter Biennial Reports - Finance, Membership, Program, Scholarships, World Fellowships, Communications, Nominations
State Achievement Award
Golden Rose Award Nomination
Nominate State Honorary Members
International Scholarship Application

March 1 State Scholarship Applications
Mini-Grant Applications

Convention Breakout (Workshop) Proposal

March 15 **Names of 2012-2014 Chapter Officers with Contact Information**

Watching for Nominees – *Members in Print Award*

An important function of the TSO Communications Committee is to recognize Delta Kappa Gammas who have been published with a *Members in Print Award* at the annual state convention. The Official Manual describes the requirements for the *Members in Print Award* as



- Publish in a professional journal
- Publish a book
- Write a chapter in a collection of articles published in book form
- Complete a video to be used in education
- Publish a series of articles (3 or more), which deal with education

Area representatives to the state communications committee, chapter communications committees, and newsletter editors are the eyes and ears that assist in assuring authors are recognized. Chapter presidents are the officers who initiate the recommendation process. Begin now to consider nominating a qualified member for this honor. This award is not limited to the current year. If a member was published in the recent past but never recognized, she may be recommended for the *Members in Print Award*. The postmark/email deadline is April 1, 2012.

The recommendation form for the *Members in Print Award* may be found on the state website or contact Karolyn Caldwell at kbellrc@hotmail.com Return the completed forms to -

Karolyn Caldwell
1501 Betty Drive
Mission, TX 78572
kbellrc@hotmail.com

Bright Ideas

If you missed reading the **September issue of the *Communiqué***, check it out online at the Alpha State website.

Epsilon Psi and Epsilon Upsilon, among others, maintain a regular feature in their newsletters that posts attendance totals and percentage of membership present each meeting. They print **an attendance watch for the PACE award**.

Many newsletters regularly include pieces on technology . One source for tips is the technology committee's newsette posted monthly on the state website. Various chapters with techno-savvy members also pass along other interesting ideas, such as Mu Upsilon's **Technology Tip of the Month**. When you have hidden your phone from yourself, try www.icantfindmyphone.com.

Concern over threats to TRS have led to an association between DKG chapters and the Texas Retired Teachers Association as evidenced in newsletter reports on programs delivered by legislators or TRTA members and printings of **legislative updates prepared by TRTA**. Beta Omicron is an example of a chapter helping members keep watch on the State Comptroller's Office and the Texas Legislature via its newsletter, and Delta Lambda reminds its members to be **an educated voter**.

Alpha Omega chapter lives out **Purpose VI** when its membership is reminded to **get the flu shot** early whether they are retirees away from school campuses or active teachers associating with students daily.

UPCOMING EVENTS



83rd Texas State Convention

Las Colinas
Irving, Texas
June 21-23, 2012

▪

Seminar in Purposeful Living

Hyatt Regency Crystal City
Washington, D.C.
July 19-21, 2012

▪

2012 International Convention

Sheraton New York
Hotel and Towers
New York City, NY
July 24-28, 2012