

Option One: Newsletter

A newsletter is a regularly distributed publication that goes out to an organization's members, board, staff, funders, general public, etc. Newsletters typically provide information (or 'news') about the organization, its programs, upcoming events, and contact information.

Non-profit organizations typically use a newsletter to inform people about the good work that they are doing and to help attract new members to the organization. Some non-profits include articles on persons they serve, staff members, new programs, fundraising events they held or will be holding. Some newsletters also contain a membership sign-up form that interested persons mail-in to the organization to become a member and/or make a donation.

Assignment Criteria

Students will create a Newsletter for an organization of their choice (either an organization that they work at, volunteer for, or know of) using Microsoft Publisher.

The Newsletter should be at least 3 pages long. There are no pre-determined components of a newsletter that are required. However, your newsletter should have a defined focus based upon the audience that the newsletter is targeted for. Based upon the audience that you choose should help guide the choice of articles for your newsletter.

Attached to the Newsletter should be a list of resources that you utilized in creating your assignment - What websites did you look at? What organizations' newsletters did you use as an example?