

Deadline: December 15

# Newsletter Guidelines



INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS  
**DELTA KAPPA GAMMA**

## Inside your Newsletter:

Tell your readers about the important work that your Chapter is doing. Talk about your successful programs and ideas.

**INFORM** your readers, **AWAKEN** their interest, and **RENEW** their commitment to the Purposes of Delta Kappa Gamma. When you spread the news you draw your members closer together. At the same time you reach out to other Chapters that share your goals.

## Create the Buzz!

Make your Newsletter **OUTSTANDING** by following listed guidelines. Certificates and recognition will be given in the four areas below at the next Chi State Convention.

### REQUIRED ELEMENTS for all Newsletters:

1. Mission Statement (Note: Effective January, 2012 the Vision Statement **MUST** be included)
2. Month and Year of the Issue
3. Chapter Name, Area and State
4. Name of Editor (e-mail contact information recommended)

### BEST CONTENT INCLUDES

- President's Message
- Members Honored
- Chapter Activities related to education and the community
- Legislative Action
- Professional News (i.e. credentialing, evaluations, special courses, travel)
- Chi State and Society references
- Projects and Goals revealing your Chapter's identity
- Description of the next Chapter meeting and the previous meeting

### BEST CREATIVITY INCORPORATES

- An innovative Newsletter name
- Color in the art of headlines
- Graphic elements and shading
- Style in formatting

### BEST FORMAT USES

- Consistent Margins (sides, top and bottom)
- Varied Column Widths
- Headlines in larger type of font than the text
- Control of White Space (uncrowded appearance for ease of reading)
- Consistent formatting of issue
- Artwork in graphics related to content

### BEST PHOTOGRAPHY & GRAPHICS

- Artistic design of Masthead
- Use of Society symbols
- Placement of quality photos and graphics

Mail or e-mail by December 15, 2011 to:

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