# Some Tips for Communicating to Your Chapter

## Before you communicate
- Think about what you want to achieve.

## Purposes for communication
- Convey information.
- Build chapter camaraderie - which helps to retain members.
- Recognize members.
- Promote upcoming events.
- Summarize chapter news.
- Share what happened at chapter event.
- Relay member status with the chapter (illnesses, new babies, new addresses, significant birthdays, etc.)
- Sending reminders for meetings, deadlines, chapter events.
- Relay DKG/ILSO news.

## Crafting your message
- Customize your message each time to catch attention, so it doesn't look like a repeat message.
- Avoid long paragraphs.
- Keep information brief and to the point.
- When emailing, try using Bold type and highlight main facts with colored print.
- Send a photo along with your message – people enjoy photos. (Be sure photos are flattering like no closed eyes.)
- If there is a lot of information to share, consider breaking the information into a few emails that are sent out on different days.
- **If you need a response – create a link to the appropriate email.**

## Checklist prior to hitting 'Send'
- TEST email before sending and click on ALL LINKS to make sure they go to the correct locations.
- CONFIRM all phone numbers, emails or addresses are accurate and names/titles are spelled correctly.
- SPELLCHECK directly in email server or in Word to ENSURE subject line is concise and accurate.
- CHECK (if you included dates) that Friday, Jan. 15 is not in fact Saturday, Jan. 15.
- ASK someone to read your email before you send and/or wait a day between writing and sending, so you can look at it with fresh eyes.

## Create a Newsletter
- Use a simple template to create a monthly newsletter that is colorful, has brief articles and is emailed
  - Put most important information on the first page like dates, and deadlines.
  - Highlight what happened in the chapter that month.
  - Preview upcoming events.
  - Use photos, clip art and images to highlight the printed information.
  - Use different color backgrounds, text box shapes, and fonts.
  - Create a chart for the meeting information for the year.
  - Recognize member achievements and milestones.
  - Introduce new members including a photo.
  - Ask someone to proof your newsletter before you email to all.

## Try to avoid
  - Too wordy messages
  - Lengthy messages
  - Reprimanding someone who doesn't read the entire message and needs a clarification- just provide them with the answer.