

Lodge/Chapter Newsletter Tips

Style Tips:

1. Use a font that is easy to read and not too small (body, 10-12 point; headline 14-16 point).
2. Experiment with the use of sans-serif and serif type. For shorter newsletters, sans-serif can be used (such as Arial) but in longer newsletters, serif may still be best (Times New Roman).
3. Perform a spell check once finished, but read for correct grammar as spell check does not check for grammar.

Photo Tips:

1. A photo showing action is best rather than a staged/posed photo with no action.
2. Typically, a photo that is close-up is easier to view once it is downsized in a newsletter, than a photo that is far away. Try for close-up action shots.
3. Make sure you save your photo in a digital (jpeg or tiff) format with the highest possible resolution (300 DPI).
4. PHOTOS SHOULD BE CLEAR AND NOT FUZZY OR BLURRY. Using a digital photo rather than scanning a printed photo will help to ensure that the photo is the best quality.

Content:

1. Include lodge contact information (name, number, phone number, email address, address hours of operation, etc.).
2. Include name of lodge administrator.
3. DO NOT include any Officer's column on the front page if your lodge/chapter is entering the annual Moose Journalism Awards contest. Entries with an Officer's column on the cover will be disqualified.
4. Recognize members for volunteer efforts, anniversaries, birthdays, sympathies (or illness), etc.
5. Be sure to include stories that have happened within the last 1-2 months: don't use photos from Easter parties for a newsletter produced in November or December! Keep it timely!
6. Include information about Mooseheart and Moosehaven, and the history and mission behind both.
7. Provide Internet address to Moose International's homepage and if producing an online newsletter, include links to items that may particularly pertain to the lodge/chapter (important events or dates, online education training, etc.).
8. Use quotes from actual members to support or add color to a feature story.
9. Include a calendar of events so members can keep track of important dates.
10. Use the front page to feature a special event or visitor, new program or activity in the lodge, upcoming special event, etc.
11. Use inside cover to list officers of the lodge/chapter, message from the administrator, etc.