

# Moose International Communications Committee

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## Tips for your Newsletter

### Why Do We Need A Newsletter?

Every Lodge and Association should have a newsletter. Why? Because it's your "*Moose Magazine*." *Moose Magazine* lets members know what's going on in the Fraternity; what's happened and what's being planned. That is what your newsletter should be; a vehicle to keep your members informed and up to date. And it's not just your members. Just as people may see *Moose Magazine* on your coffee table and ask about The Moose, they may also see the newsletter and want to know about your lodge.

Companies utilize marketing to sell their product. Your newsletter is your advertisement. You can use it to publicize upcoming events. You may have a sign in the social quarters, but not all members will see it. People want to see what happened last month; especially if you include pictures. Seeing people having fun is a good way to get people in the door and also a way to hand out accolades. Every Lodge has folks who do a lot of work. Showing that they are appreciated goes a long way.

### Do I need a degree in Graphic Design?

NO! Ultimately the most important thing is content. However, that content needs to be easy to read and the newsletter should be attractive so people will WANT to read it. A newsletter can be as simple or fancy as you want. There are hundreds of publishing applications out there. Just pick one you like. Start simple.

### How do I get the newsletter to my readers?

The easiest (and cheapest) option is email. If you print the newsletter you're adding expenses. If you email members the newsletter they can print it if they choose.

### What if I make an Error?

Mistakes are unavoidable. If it's something like the wrong name on a picture, offer to publish the picture with the correct name in the next edition. Even newspapers and magazines with proofreaders make errors.

### Getting Started

Choose a name for your newsletter. Consider a "Newsletter Naming Contest." Make sure you have a Publication Permit from Moose International. The permit is available on the Moose International website under Forms and Documents/Communications.

NOTE: If the editor changes, you must send in a new form. Association, Moose Legion and Higher Degree Council publications do not require a permit.

# Tips for your Newsletter

## Masthead:

Your masthead should contain; **Lodge name/number/address**.

You can change your masthead but it is good to stay with one, for consistency, after you've found one you like.

Examples:



## Style Tips:

1. Use a font that is easy to read and not too small (body copy, 11-12 point; headline 14-21 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 better than a staged/posed photo. Try for close-up action photos.
2. Make sure you save your photo in a digital jpeg 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. 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 the Internet address to Moose International's homepage ([www.mooseintl.org](http://www.mooseintl.org)) If producing an online newsletter, include links to items that pertain to the lodge/chapter (important events or dates, online education training, etc.).
8. Use quotes from 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, an upcoming special event, etc.
11. Use inside pages to list officers of the lodge/chapter/Moose Legion as well as messages from the administrator, etc.