

SANTA CLARA VALLEY QUILT ASSOCIATION

STANDING COMMITTEE: NEWSLETTER

TERM: 2 years

The Newsletter Committee shall:

1. Create and deliver to a printer and to the online subscribers a monthly newsletter; the content is determined by the SCVQA bylaws, communication needs of SCVQA board and members, and budget constraints.
2. Attend regular meetings to receive newsletter content from SCVQA board members.
3. Attend all Board meetings to receive newsletter content from SCVQA board.
4. Communicate newsletter deadlines to SCVQA board by email.
5. Communicate newsletter deadlines to SCVQA members by group email list.

Chair

1. Selects 1 to 3 people for the committee.
2. Inform President of members in your committee.
3. Recommendations discussed in committee and brought to Board for approval.
4. Advise President three days prior to Association general meeting if you have business to bring before the general meeting.
5. Present following year's committee and newsletter budget to Treasurer by August first
6. Keep an accurate record of all expenses.

Newsletter Routine

1. SCVQA Board meeting: collect any submissions from other board members, such as display advertising, classified ads, other guild newsletters that might contain dates of interest, quilt show postcards, etc.
2. SCVQA Regular meeting: collect submissions from SCVQA members, if any.
3. Week of SCVQA Board/Regular meetings: send email to SCVQA board reminding them to email submissions now for next newsletter.
4. Week of SCVQA Board/Regular meetings: send email to SCVQA Yahoo groups, reminding them to email submissions now for next newsletter.
5. Type or scan hardcopy submissions (e.g. classified ads, display ads).
6. Proofread all email submissions.
7. Use previous month's newsletter file as a template for current month. Good application to use is Microsoft Word, since many people are familiar with it.
8. Increase newsletter number by 1. Volume numbers stays the same for 12 issues, starting with the November newsletter, which contains October's board submissions.
9. Change all dates and times of next guild and board meetings, SCVQA calendar items, quilt show notices, etc. to reflect the next month's dates and times.
10. Delete all old content. Keep headers intact.
11. Copy and paste content from email into newsletter. Proof/edit as necessary.
12. Insert pictures from website Show & Tell as the last step, as filler.
13. Convert from proprietary format (e.g. MS Word) to PDF format
14. Upload PDF file to SCVQA web server (contact webmaster for current web server details).
15. Email pointer to the PDF document to the printer and online newsletter group.

Notes on Articles

The placement of articles should follow a standard format. For example, if the newsletter is 10 pages long:

Page 1: President's message, next meeting's program.

Page 2: Publication information as required by Bulk Mail Rules: name of publication subscription information. Other *nice to have* such as display ad rates, the newsletter editor contact info, name and email of printer.

Page 3: More information on programs, workshop registration forms.

Pages 4 through 7: Any order of articles/board reports

Page 8: Classifieds and Upcoming Events

Page 9: List of Board of Directors, Affiliates contact information.

Page 10: Outside cover, arranged so top half is mailing information, bottom half can be used for articles. NO ADVERTISING on outside cover.

Delivering to Printer

1. Delivery to the printer can be done electronically through email or in person by delivering a hardcopy master that's been printed from a laser printer.
2. Save the newsletter in PDF format. You can upload the PDF file to the SCVQA server.
3. Email the link to the printer and to the online newsletter group.

Committee Members with whom you work

1. Membership chair tells you each month the current number of members. You add 20 to the final number of printed newsletters that you request.
2. Membership chair and webmaster are responsible for signing up the members who want online newsletter delivery.
3. The mailing person picks up the printed newsletters from the printer, places labels on every newsletter, and adds first-class postage for the members who've requested first-class delivery.
4. The printer bills the treasurer directly, so you do not need to worry about paying the printer.
5. The webmaster has details for uploading to the server. The webmaster also administers the email address, newsletter@scvqa.org.

Previous Newsletter Editors

If you need help getting started or would like some advice, contact these people:

2004-2006: Cindy Church, cindy.church@sun.com

2002-2004: Annette Truong, annettetruong@gmail.com

2000-2002: Anne Pasquale, annepasquale@earthlink.net

Reviewed 2006