Depending on its purpose and affiliations, an organization can use a newsletter in various ways. Here are types of information that can be included in a newsletter:

**News**—world, national, state, and local—pertinent to organization business.

**Event** the group is planning in the coming months; meeting schedule.

**Words of Wisdom**; quotes on leadership, Scripture passages, prayer requests.

**Summary of meeting minutes and committee reports.**

**Local**, regional, and national group affiliates’ news; conference updates.

**Events or opportunities for members** planned by other campus and community groups.

**Tips for professional, leadership, and personal development.**

**Topical information** on careers/job opportunities in related fields.

**Events or ideas** the group is considering and wants member input or member approval.

**Recognition** of members (member of the month, members who excel academically or athletically, members with birthdays that month).
When developing a newsletter for your organization, there are several considerations to address:

### PURPOSE

**Why are you doing a newsletter?**
- Inform members
- Recruit new members
- Communicate with alumni
- Inform the general public of your group’s activities
- Provide a historical record of your group’s activities, membership, etc.

### COST

**What will a newsletter cost?**
- Length [one page or more]
- Number of issues [monthly, quarterly, or annually?]
- Number of copies distributed

**How will it be funded?**
- Extra money in budget
- Fundraising
- Corporate/Dept. Sponsor

### AUDIENCE

**Who will receive the newsletter?**
- Officers
- Members
- Prospective members
- Alumni
- International, national, regional, local affiliated organizations
- University administration, faculty, and/or staff
- Chartered organizations at LU and other higher education institutions
- Other:

### CONTENT

**What will you include in the newsletter? Where you will find information?**
- Organization Business [compile pertinent information from minutes, committee reports]
- Coming events [list future events and meetings]
- Campus and community events [contact Advancement, President’s Office, YAC, Student Senate, and other student organizations]
- Words of wisdom [inspirational quotes from books, newspapers, friends]
- Officer information [list officer names, responsibilities, phone numbers, and office hours]
- Pertinent information [check newspapers, affiliates’ newsletters, chapters from other campuses, conferences, professional publications]
- Tips for professional, leadership, and personal development [check O|SA Library, professional publications, information from the CDCL— use your advisor as a resource]
- Recognition of members [find ways to recognize members for academic, organizational, and personal triumphs and accomplishments; use pictures of members; start a “member of the month” program, etc.]
- Events or ideas the group is considering [make up surveys or forms to put in a suggestion box; give a reward or recognition to members who return forms]
- FUN! [make up games like crossword puzzles, word finds, scrambled words, etc. pertaining to group topics, members, or issues]