

# Title: How to create and improve Area & Group Newsletters



Reference: MAR005

## Introduction

The purpose of an Area of Group newsletter:

- To keep your membership up to date with local Group/Area activities
- To share successes and thank participants
- To request support for campaigns or activities
- To flag up events

Areas and Groups produce a wide range of newsletters, in different formats. We encourage Area and groups to send newsletters electronically to be cost effective. To use existing templates, please visit the information on the web resource for Newsletter Editor Role description. If you refer to the below list, you will find ideas of what to include in your newsletter.

### Quick tick list of things you should include in your newsletter:

- ✓ Area/Group name
- ✓ Area/Group website address
- ✓ Main Ramblers website address: [www.ramblers.org.uk](http://www.ramblers.org.uk)
- ✓ Who to contact for feedback or to contribute/ volunteer
- ✓ Ramblers Logo and (if possible) a branded horizon. Ramblers logos and horizons are available (for print and web) refer to the Quick start Guide for our Brand on this website for relevant templates and colour guide
- ✓ Date/issue no
- ✓ Details of upcoming events
- ✓ While they are sent in the first instance to members, it is possible that newsletters be shared more widely, so it is always worth including a line of detail about how to join the Ramblers, including the [www.ramblers.org.uk/join](http://www.ramblers.org.uk/join) web address or by phone on 02073398500.
- ✓ Articles – for top tips, please refer to the fact sheet on Writing Articles
- ✓ When writing the text for your newsletter, bear in mind that most people reading may be scanning, so make sure the copy is not too long or in solid blocks and the format is clear, using headings, subheadings, indentations or quotations to break up the space.
- ✓ Attention span is even shorter when reading on screen, so if you edit an e-newsletter make sure you break up blocks of text using links and images, where possible.
- ✓ Discretionary discount disclosure - “Discounts shown in {Name of publication} are wholly at the discretion of the retailer and are not an entitlement to Ramblers” Refer to the page on this website named Discretionary Discounts
- ✓ Registered charity and company status line: as per the following information: The Ramblers’ Association is a registered charity (England & Wales no 1093577, Scotland no SC039799) and a company limited by guarantee, registered in England & Wales (no 4458492). Registered office: 2nd floor, Camelford House, 87-90 Albert Embankment, London SE1 7TW

### Further information:



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## Funding:

- Remember to agree your planned publicity expenditure with your committee in advance. The annual Area and Group budgeting process takes place in summer so you should discuss your publicity funding requirements for the following year with your committee at that time.

## Advertising:

- A good way to generate some extra income to spend on your electronic or printed newsletters is to offer small adverts to local businesses who you think might be interested in reaching your membership. If you do include any adverts, you should ensure you are familiar with our advertising guidelines: Please refer to the advertising guidelines on this website
- It is also worth enquiring whether the printer you're working with would provide a discount in exchange for the inclusion of their details in the leaflet

## Images:

- A picture is worth a thousand words, but only if it is of good enough quality for the size you are using it! Generally, images should be at least 300dpi (dots per inch) resolution to guarantee good print quality. You can work out the picture's resolution by right clicking to view 'picture properties'

## Printing:

We suggest that you circulate your Newsletter by e-mail, which will save paper, printing and mailing costs. However, if you do print a Newsletter, make sure you approach several printers with your brief; you may find one offers a more competitive rate. Generally the more copies you print, the cheaper the cost per unit and printing in black & white or two-colour is always cheaper than producing four-colour leaflets. Always request that your materials are printed on paper from sustainable sources. This paper is now widely available and should not be any more expensive than non-accredited paper

