



Norfolk Federation of WIs

Charity Number: 227411

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'fuelled by Friendship'



How to do a Newsletter for your WI

Everyone loves a newsletter. They want to read about what's going on in their WI; what they might have missed at the last meeting; and what's going to happen at the next one. It doesn't have to be long – maybe just a page, and certainly not more than two.

You don't have to be a whizz kid on the computer to produce a newsletter. If you have Microsoft 365, you can use a program called Publisher (or purchase separately) to design your newsletter (click on templates in the menu tab and choose your own design). Or you may wish to go your own way, using Word (or similar word processing programme) with columns or text boxes, choosing from "format" in the menu tab. Columns can look very neat and are easy to do; text boxes can be a bit fiddly but easy to move about and grow as you type in the content; the result can look perhaps more interesting. Have a meander round the Web to see what other newsletters look like and pinch their ideas (see right, using text boxes).



Try to keep the layout of the newsletter consistent, particularly the top of the front page, with the WI logo and/or your own WI logo, together with the date of issue. The WI logo, and guidelines for its use are available on My WI under "Communications and PR".

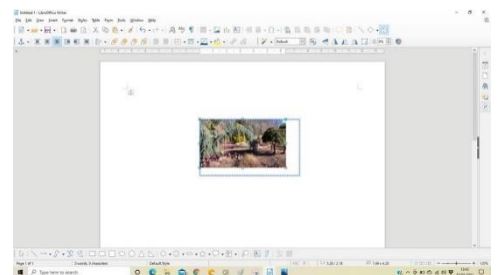
Content of a newsletter is, of course, key. Your members are looking for **information** on your WI, your Federation and National - so glean your content from these websites. Members also like to see **what other members in your WI are doing**, so keep an eye out for who's doing what e.g., a rather **nice bit of craft** being produced by a member; maybe another member is **volunteering** in the community; a **tasty recipe**. Nice **colourful pictures** together with the articles, particularly if the pictures include other members, are always good to include. You may have keen photographers in your group who I'm sure would be delighted to show off their expertise. So, encourage your members to contribute – everyone likes to see their name in print! Keep the writing light, not too long, and ideally amusing! If you have a small gap that needs filling, include a little joke or cartoon from the internet.

One caveat: when copying things – pictures and images - from the internet, be aware of **copyright restrictions**. Copied pictures or images can be easily resized to fit in by clicking on the item in one of the corners and adjusting the size;

equally to move the item, just click and drag it to where you want it.



SAVE as you go along and keep a copy of each month's publication.



When you're done with your newsletter, print it off for yourself to have a good read through, and ideally rope in someone else to proofread. Then, once you're completely happy with it, save it as a PDF before sending it out to your members.

Go on ... have a go! Your members will love it!
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