

NEWSLETTER CHAIR
Updated by Carolyn Johnson
February 2016

1. Create a list of topics, stories and announcements for each month, with the following starter ideas and guidelines;
 - a. **October:** The October issue is the first of the season and should contain:
 - i. information about all planned hut trips and bus trips, and ski classes.
 - ii. A list of planned club educational programs, each of which should be highlighted in the newsletter the month before the program takes place.
 - iii. If there's room, publish any stories that people wrote during the previous season that didn't make it into last year's newsletter.
 - iv. Information about the Ski Swap
 - v. Copies of the membership form and bus trip signup forms
 - vi. The calendar should be laid out with all known trip dates and the Thursday night club meeting dates.
 - vii. If possible, a group photo of the new board with everyone's names.
 - b. **November:**
 - i. A short article about how to contribute information to the newsletter
 - ii. reminders about the club's free ski lessons
 - iii. Further descriptions about the hut trips and bus trips with attractive photos of the venues and links to the club membership and bus trip signup forms.
 - iv. Photos of fun events from last year solicited from the membership.
 - v.
 - c. **December:**
 - i. Articles with practical information about upcoming trips, such as the Bus Trip Checklist and Bus Trip Guidelines.
 - ii. Information about the New Year's Silverton event.
 - iii. Solicit stories of early season ski trips, and planned ad hoc overnight and day car trips such as the Chama Chile Classic, the Red River Dessert ski, etc.
 - iv. Short how-to article encouraging people to plan lead trips.
 - d. **January:**
 - i. Stories about December holiday ski trips
 - ii. Ski tuneups and maintenance information
 - iii. Maps to local ski spots
 - iv. Reminders about upcoming events.
 - e. **February:**
 - i. Stories about January Ski School
 - ii. Upcoming trip updates
 - iii. Stories from January's trips
 - iv. The list of Proposed Board of Directors for the next year to be voted on at the March club meeting elections.
 - f. **March:**
 - i. Trip stories
 - ii. Republish list of Proposed Board of Directors
 - iii. Articles about issues that are on club members' minds, if any.
 - g. **May:** 4 page newsletter that announces next year's trip dates and the summer BBQ and potluck with photos from last year's picnic event.

2. Monthly:
 - a. Updated Calendar
 - b. Trails Reports if there are any
 - c. List of board members and their information
 - d. The president's column
 - e. Advertise interesting summary of next month's educational program if possible, written by the programs coordinator.
 - f. Links to the website, Facebook and Meetup pages.
 - g. Check online blogs and photos for appropriate content.
2. Set a deadline for newsletter contributions, i.e. 20th of each month.
3. Attend club meetings and events and solicit articles and pictures, suggest ideas for articles and provide deadlines.
4. If substantial edits or changes in articles are made, e-mail it to the author for final approval.
5. Develop the layout for the monthly newsletter and insert the stories/pictures.
6. Attend Board meetings to gather any last minute information for the newsletter.
7. Save newsletter to a PDF file and e-mail it to a volunteer who has agreed to proof and to the board for review. Make any changes and save again to the PDF file. Print a black and white copy to make sure the graphics and pictures will come out OK when printed.
8. Be sure to tell the printer to communicate with you or ask for a proof before printing the copies.
9. Contact Membership Chair each month for number of newsletters to be printed and to let them know when to get address labels to the Mailing Chair.
10. E-mail PDF newsletter to printer. Try to allow a 3-day turn around time. Provide written instructions to the printer on # of copies to print and specifications of job, e.g. how to handle inserts, direction of fold, paper quality, ink color, etc.). Ask printer to call Mailing Chair when the newsletter is ready.
11. Always call printer to be sure they received the job, if they understand the instructions, and request a timeframe. Confirm price, which was obtained in September for Ski Club annual budget.
12. Let Mailing Chair know your timeframe so they can plan to pick up newsletter from the printer and take to the post office. The newsletter should be mailed on the Monday following the Board meeting so members receive it about 1½ weeks prior to the general meeting.
13. The editor should be on the mailing list so you know when the newsletter is received and condition in which it arrives.
14. E-mail the PDF file of the newsletter to the webmaster to post on web.
15. Develop a budget for creating the newsletter and monitor monthly expenses.