

USE YOUR BULLETIN

For Membership Recruitment and Retention

- Your Bulletin is a membership outreach tool, letting the community know what the League is doing and creating a positive image of the League. We think that even the smallest League should print extra copies to be placed in public locations, like libraries and town halls (no postage required for this). Larger Leagues can probably afford to mail to targeted community members and public officials.
- Your Bulletin is a membership retention tool, providing all the information your members need to participate in League process and activities. It carries information about all levels of League. It connects them to each other and the League. It lets even the most passive of members know that the League is doing vital work.
- Your Bulletin is a networking tool, connecting you to Leagues across the State through posting your bulletin on the state League website. News about your League and its members gets into the *NYS E-mail Newsletter* via the information the Membership Outreach Director gleans from the Bulletins you send to her. And your members will enjoy seeing their names in print in a statewide publication.

What features make for good bulletins?

In the **CONTENT** area, we think that each issue of your bulletin should have:

- A calendar of upcoming events either in list form or like a calendar page.
- Announcements of events that will take place before the next bulletin (with time, date, place, topic)
- President's message
- League Action (either specific action alerts, or general how to take action and its importance).
- Membership form or how to join information.
- Board or Officers list and contact information (phone &/or email).
- Bulletin Editor's name and contact information.
- Predictable schedule of issues.

One issue must print the notice of the Annual Meeting, proposed budget and nominating committee report, as required by the bylaws.

Most issues should include:

- Program background information
- Voters' Service Activities
- Information about Public Meetings

Desirable items are:

- Profiles of members
- Success stories
- Observer reports
- Table of Contents

STYLE items everyone looks for:

- The required League logo as a part of the masthead (This is the one with the slash and the little “r” with the circle around the “r” – to show it is our registered trademark).
- Masthead that clearly identifies your League.
- Easy to locate issue date e.g. January, summer, March/April.
- Pleasing layout, with predictable placement of regular features such as board list.
- Ads (if you have them) placed so that they do not detract from League information. (This team of judges doesn’t like them inside the front page or mixed in with League articles on a page).
- Writing that is lively, clear and grammatical.
- Type (font) that is easy to read.
- Clean copy (not smeared, pages centered on paper).
- Photos and/or graphics (if used, and they are desirable) should be appropriate and of decent quality.

Pay attention to your mailing list:

Take some time to define your audience. Usually it will consist of members, prospective members, public officials, organizations with whom you frequently collaborate. But sometimes a particular issue will deal with a topic e.g. children’s issues, and you will want to mail that particular issue to all the organizations working in that subject area.

- Have a systematic way to add and drop names. (How long is a prospective member on the list before being dropped?)
- Does it reach everyone your budget can afford to reach?
- Does it include the LWVNYS office (62 Grand St, Albany, NY 12207)?
- Does it include the State League President?
- Does it include the electronic copies to LWVUS and LWVNYS (via Adam Gaus at his e-mail address: adam.gaus@IEEE.org)?

You should strive for a TOTAL EFFECT that is upbeat, inspiring, and readable. Your bulletin should create a good impression of your League.