

SANTA CLARA VALLEY QUILT ASSOCIATION

STANDING COMMITTEE: NEWSLETTER

TERM: 2 years

The Newsletter Committee shall:

- Create and deliver to a printer and to the online subscribers a monthly newsletter; the content is determined by the SCVQA bylaws, communication needs of SCVQA board and members, and budget constraints.
- Attend regular meetings to receive newsletter content from SCVQA board members.
- Attend all Board meetings to receive newsletter content from SCVQA board.
- Communicate newsletter deadlines to SCVQA board by email.
- Communicate newsletter deadlines to SCVQA members by group email list.

Chair

- Selects 1 to 3 people for the committee.
- Inform President of members in your committee.
- Recommendations discussed in committee and brought to Board for approval.
- Advise President three days prior to Association general meeting if you have business to bring before the general meeting.
- Present following year's committee and newsletter budget to Treasurer by August first
- Keep an accurate record of all expenses.

Newsletter Routine

- SCVQA Board meeting: collect any submissions from other board members, such as display advertising, classified ads, other guild newsletters that might contain dates of interest, quilt show postcards, etc.
- SCVQA Regular meeting: collect submissions from SCVQA members, if any.
- Week of SCVQA Board/Regular meetings: send email to SCVQA board reminding them to email submissions now for next newsletter.
- Week of SCVQA Board/Regular meetings: send email to SCVQA Yahoo groups, reminding them to email submissions now for next newsletter.
- Type or scan hardcopy submissions (e.g. classified ads, display ads).
- Proofread all email submissions.
- Use previous month's newsletter file as a template for current month. Good application to use is Microsoft Word, since many people are familiar with it.
- Increase newsletter number by 1. Volume numbers stays the same for 12 issues, starting with the November newsletter, which contains October's board submissions.
- Change all dates and times of next guild and board meetings, SCVQA calendar items, quilt how notices, etc. to reflect the next month's dates and times.
- Delete all old content. Keep headers intact.
- Copy and paste content from email into newsletter. Proof/edit as necessary.
- Insert pictures from website Show & Tell as the last step, as filler.
- Convert from proprietary format (e.g. MS Word) to PDF format
- Upload PDF file to SCVQA web server (contact webmaster for current web server details).
- Email pointer to the PDF document to the printer and online newsletter group.

Notes on Articles

The placement of articles should follow a standard format. For example, if the newsletter is 10 pages long:

- Page 1: President's message, next meeting's program.

- Page 2: Publication information as required by Bulk Mail Rules: name of publication subscription information. Other *nice to have* such as display ad rates, the newsletter editor contact info, name and email of printer.
- Page 3: More information on programs, workshop registration forms.
- Pages 4 through 7: Any order of articles/board reports
- Page 8: Classifieds and Upcoming Events
- Page 9: List of Board of Directors, Affiliates contact information.
- Page 10: Outside cover, arranged so top half is mailing information, bottom half can be used for articles. NO ADVERTISING on outside cover.

Delivering to Printer

- Delivery to the printer can be done electronically through email or in person by delivering a hardcopy master that's been printed from a laser printer.
- Save the newsletter in PDF format. You can upload the PDF file to the SCVQA server.
- Email the link to the printer and to the online newsletter group.

Committee Members with whom you work

- Membership chair tells you each month the current number of members. You add 20 to the final number of printed newsletters that you request.
- Membership chair and webmaster are responsible for signing up the members who want online newsletter delivery.
- The mailing person picks up the printed newsletters from the printer, places labels on every newsletter, and adds first-class postage for the members who've requested first-class delivery.
- The printer bills the treasurer directly, so you do not need to worry about paying the printer.
- The webmaster has details for uploading to the server. The webmaster also administers the email address, newsletter@scvqa.org.

Previous Newsletter Editors

If you need help getting started or would like some advice, contact these people:

- 2004-2006: Cindy Church, cindy.church@sun.com
- 2002-2004: Annette Truong, annettetruong@gmail.com
- 2000-2002: Anne Pasquale, annepasquale@earthlink.net