



## **ALUMNI NEWSLETTERS**

Here are some things to consider when creating your alumni or alumnae newsletter

### **NEWSLETTER DESIGN:**

#### **If you produce it:**

- 1) Elicit a chapter or council member with desktop publishing skills to design it
- 2) It doesn't have to be elaborate, but it should look professional
- 3) Do not use any questionable photos and/or comments
- 4) Check with your local post office about bulk rates for mailing the newsletter

#### **If you have it produced:**

- 1) Check your local Yellow Pages for "printing companies" and compare services and costs
- 2) Always proof the final copy before it goes to print
- 3) Contact your alumni affairs office at the university for ideas and suggested companies
- 4) Design the newsletter using Adobe InDesign. This is the preferred format by most publishers

### **NEWSLETTER CONTENT:**

It is an alumni/ae newsletter, so of course the newsletter should have information that is of interest to that constituent.

#### **Alumni News (70% of newsletter)**

- Announcements/calendar of special events, i.e. Homecoming, Alumni/ae Weekend, reunions and alumni/ae meetings
- Stories about alumni/ae events, after the fact. Include names and pictures of attendees
- Recognition of financial donors
- Alumni and alumnae that help with a chapter project
- A list of lost members (missing addresses)
- Other items, which might be of interest to your readers, may also be included. Just a few examples are:
  - "Blast from the Past" or "Remember When" section using old photographs
  - A recruitment recommendation and information return card
  - An article recognizing the achievements of alumni/ae in their respective professions
  - Pictures/articles of house improvements
  - Campus issues targeted towards alumni

#### **Chapter News (20% of newsletter)**

Chapter news should be minimal.

- Number of new members/initiates for the semester
- Individual and chapter scholarship
- Campus and community service projects
- Distinguished accomplishments by the chapter or individual members
- Awards received by the chapter or individual members

#### **Campus News (10% of newsletter)**

Ball State may not always inform alumnus members of important school dates. The newsletter should also include some of the following:

- Dates for Ball State homecoming and alumni weekends
- Dates for Ball State sporting events