

Newsletter Planning Guide

This guide is divided into three parts:

1. Best Practices by newsletter editors as seen in the past several years

2. Showcase of newsletters from several sources.

3. Nuts and Bolts.

What is done with this information is totally up to the reader. If what you are doing is comfortable for you and pleases others, then keep up the good work!

Send suggestions for improving this document to publications@wbcci.org.

Part 1. Best Practices

- Name it

A newsletter name can reflect the culture, location, and/or the personality of your Airstream Club. There are new club names, websites, and ways of communicating. Consider a contest with chocolate (or a Klondike Bar?) as the prize.

Some examples include Bellringer, Caravanner, Mich-I-Gram, Newstream, Pelican Briefs, Tahoe Breeze, and Urban Update.

- Frame it

A template gives structure to the document. Consider a standard format for each page that includes a header, footer, and page numbers. Find out what information is important to your members. The front page gives a lasting first impression and can set the tone for the personality of the club members. Include the WBAC logo, local Airstream club/unit, a distinctive banner or photo, the President's message (with a cute title like "Cathy's Corner" or "Sam Sounds Off) and a list of club officers and contact information. Several clubs use alias e-mail addresses that can be programmed to forward messages to a personal e-mail address. Include a note about the frequency of publication and deadlines for submission of articles. Several newsletters have an editor's corner.

- Fill it

Here is where your communication takes wing: Birthdays and Anniversaries, and Sunshine along with a person to contact, notices of future events with contact information, glowing accounts of past events, recipes, spotlight on membership, etc.

Have someone interview a new member, a long time member, an incoming officer, or others.

Have a "newbie" corner with questions and answers to orient new folks.

Ask for help from members who could submit articles and/or information. Contact them by e-mail to remind them of the format you prefer and your deadline.

Provide some prompts such as "The best thing I've bought or made for my Airstream" or "What did you name your Airstream and why?"

- Frill it

And now for some fun: Encourage event attendees to take and send photos. Find clever clip art on the Internet or in your word processing program. Include live links to e-mail addresses, event registration forms, and websites.

Make sure these hard working contributors and event participants are given recognition. Include a byline and label the photos.

- Pare it

Here's where you may need an assistant editor. Before distribution have someone read your copy.

Sentences written in the active voice are powerful. Read your copy aloud to a sympathetic friend or pet or a tree outside your Airstream. AND - find those spelling errors before that one person in your club finds them for you!!

- Share it

Distribute your document according to the make up of your Airstream group. Some print and send newsletters by surface mail. Many send a PDF attached to the editor’s e-mail. Some refer readers to the Club’s web site. Be aware of privacy issues. Some have two versions of the newsletter. One is for members only and one is posted on the website with personal information redacted.

Editors may use e-mail, Mail Chimp, Constant Contact, or provide a link to the club web page.

Part 2. Showcase.

These Airstream Clubs have newsletters we think you would enjoy reading:

Airstream Club	Newsletter	Region	Webpage or contact
Arkansas Razorback	Riveted Razorback	6	Arkansasrazorback.airstreamclub.net
Central Coast	Tattler	12	Centralcoastairstream.wbcci.net
Colorado	News	11	Coloradoairstreamclub.net
DelMarva	Beacon	2	Delmarva.airstreamclub.net
Greater Los Angeles	Urban Update	12	Greaterlosangeles.airstreamclub.net
Idaho	News	10	Idaho.airstreamclub.net
Keystone Pennsylvania	Kourier	2	Keystonepa.airstreamclub.net
Northern California	Poppy	12	Northerncalifornia.airstreamclub.net
Northern Virginia	NORVA News	3	Northernvirginia.airstreamclub.net
Ontario Canada	The Trillium	2	Ontariocanada.airstreamclub.net
Watchung New Jersey	The Hillbilly	2	Watchungnj.airstreamclub.net

Part 3 Nuts and Bolts

- “Newsletter Editor Leadership Guide” from the Northern California Airstream Club. (See Dropbox File, [CLICK HERE](#))
- Word processing software such as Microsoft Word, Pages, and Publisher.
- Link to a power point presentation given at an International Rally. . (See Dropbox File, [CLICK HERE](#))
- Books such as “Pages for Dummies” or “Microsoft Word for Dummies”.