

Redwood Empire Quilters Guild

Job Description

Rev. 08/2010

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| Job Title | Newsletter |
| Voting Board Member | Yes |
| Key Responsibilities | <p>Gather articles from various members to include in the newsletter. Construct and edit the newsletter in a format to be able to save to a disk or to email to the Central Office in Eureka which prints our newsletter.</p> <p>Prepares newsletter for bulk mailing.</p> <p>Archives newsletter copies as official documents of the guild.</p> <p>This may be split into 2 functions with one person handling the creation of the newsletter and the other doing the mailing.</p> |
| Tasks Prior to Guild Meeting | Newsletter must be mailed to the membership at least one week prior to the general meeting. |
| Tasks During Guild Meeting | Assist any board member as needed. |
| Newsletter Articles | None |
| Preparation for Board Meeting | <ul style="list-style-type: none"> • Read minutes from prior board meeting and be prepared to submit any corrections. • Read and prepare for discussion any materials presented at last meeting or distributed during the month that will be discussed. An example is a change to an operational document. |
| Financial Impact – Income | <ul style="list-style-type: none"> • Prompt mailing of the newsletter helps the membership be prepared for the monthly meeting as it will tell them what preparations the membership needs to do to be ready for the meeting. • Sending invoices for fees for ads submitted to the newsletter must be sent to the member who submitted the ad for publication. Follow up with the treasurer as to payment of the ads. |
| Financial Impact – Expense | The newsletter is a major expense of the guild. Research by the membership committee is being done as to turning the paper newsletter into electronic form. |

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| <p>Interfaces with which Other Board Members</p> | <p>Articles always included in every newsletter</p> <ul style="list-style-type: none"> • President – Presidents Piece • Treasurer –Financial Reports • 1st V.P. –Program for next meeting • Secretary–Minutes of last board meeting • Membership –New members and birthdays • Block of the Month – Patterns/Instructions • Fat Quarter Raffle – Fabric theme <p>Additional articles from any member can be included in the newsletter if it is applicable to the Guild.</p> |
| <p>Interfaces with Outside people/companies</p> | <ul style="list-style-type: none"> • The Central Office for printing/copying of newsletter • Bulk Mail Center located at the main post office on Clark Street in Eureka, Ca. |
| <p>Detailed Instructions</p> | <p>See following pages</p> |

Detailed Newsletter Instructions

General Information

The Central Office prints the newsletter for us. The programs that they use are Microsoft Publisher, Microsoft Word, or Adobe Acrobat. We have been using the Publisher program and if you continue to do so, be sure that the one you use is compatible with the Central Office. It is highly recommended to use Microsoft Publisher for the tools that are available for newsletter creations.

You can either save the completed item to a disk and deliver to their office or you can e-mail with attachment to them: thecentraloffice@pacbell.net. If you e-mail be sure to include the style information, number of copies to run, name and phone number if they have any questions, and whom to contact when printing is completed.

If you have done any newsletters you know that you basically work in increments of 4 pages at a time (4, 8, 12, 16 etc). So you must plan your work accordingly and possibly have filler items to insert if needed.

The news letter is printed in newsletter format on 11" X 17" paper.

In order to get the bulk rate for postage, we must have at least 200 copies. We will usually order a few extra so the membership table can have them on display.

The labels are run each month by the membership chairman.

At this point we have a volunteer who picks up the news letter and labels and prepares them for mailing and takes to the post office.

Business members are entitled to a 3-line ad for the year at no extra cost. Be sure to check with the membership chairman to see who our business members are for that year.

- The newsletter must be printed so that when it is mailed, the first fold (unstapled) ends up on the right; and the second fold must be on the top.
- Since REQG is a non-profit organization, we are not allowed to put in "ad for sale" per se.
- We must have an "ID Statement" and follow a few extra rules.

- We also must not have any ads from Insurance, Travel, or Credit Card companies.
- It must look like a “newspaper” meaning that the front page states our name and identifies that it is a newsletter.

There must be in every publication the statement: “Redwood Remnants is published monthly by Redwood Empire Quilters Guild, P.O.Box 5071, Eureka, CA 95502.

*****NOTE – THIS IS NOT AN OPTION – IT MUST BE INCLUDED WITH EACH NEWS LETTER*****

BE VERY CAREFUL OF COPY RIGHT INFRINGEMENTS. If you find an article somewhere on the internet you need to get permission to print it – there is usually an address available to obtain this clearance and be sure to keep printed copy of permission.

Articles should be in your hands no later than the 15th of each month. That gives you a week or so to work with the program.

Items that should be included:

- Presidents Message
- Financials
- Program for next meeting
- Membership and Birthdays
- Minutes of board meeting
- Business ads
- Fat Quarter raffle – if applicable
- Block of the month – if applicable
- Community Quilts
- Library news
- Raffle table
- Upcoming events
- Quilt show information

Be sure to have the membership chairperson provide you with the new member information to include in the newsletter. Since the directory is provided at the beginning of the year, you would want to have any new member information be printed so we all have updated rosters.

Set Up

The first page will have our logo, name and, of course, the president's message. The outside back cover will have the addressing information on the top half. On the bottom half will be basic reminders, dates & time of meetings, membership costs/dues, and what to remember to bring.

The back cover should be set up so that when it is folded for bulk mailing the first fold is on the right side and the final fold is on the bottom when it is tabbed shut.

The newsletter may not be stapled shut. Circular tabs must be used to secure the newsletter closed.

A copy of all the newsletters you produce should be given to the beginning Newsletter Chair, and one disk should be placed into storage with the clearly marked dates covered by the disk.

Bulk Mailing

The guild maintains a non-profit bulk mailing license at the Clark Street post office. The Treasurer is responsible for checking the balance of our account with the post office and transferring funds to cover our postage requirements as necessary. To take advantage of these reduced rates you must have a minimum of two hundred identical pieces of mail and follow the steps outlined below.

1. Sort mail by zip code
2. Zip codes 95501 – 95503 do not have to be bundled, but need to be together and in order
3. All other zip codes must be bundled
 - a. If more than ten pieces per zip code, rubber band bundle in two different directions and put a #5 label from the post office on the first item in the bundle. A zip code may have multiple bundles if there are too many for one set of rubber bands.
 - b. If less than ten pieces per zip code, bundle them all together with rubber bands in two different directions and put a #3 label from the post office on the first item in the bundle.
4. Deliver mail to the bulk mailing office at the rear of the post office (call ahead for hours as they are not open the same times as the post office). Place all pieces in a post office tray.

5. Complete mailing form for clerk. You will need to know the total number of items to enter on the form.