

PTA Newsletters will be EXTRA Special this year!



FIRST AND FOREMOST: Remember the purpose of your newsletter . . . to keep your parents informed of school and PTA events and to provide educational articles to help make their job of parenting easier

The first impression of your newsletter may determine whether the person reads it at all. Design an interesting heading and use clip art and pictures where appropriate. Parents love to see pictures of their children in the newsletter, so ask for them to send in pictures of PTA or school events or designate a PTA member as Newsletter Photographer.

The newsletter should be very "readable". Think of the person to whom you are writing and visualize yourself talking to them. Don't use complex words when simpler ones will do.

Consult the [Newsletter Contest Guidelines](#) in your [Resource Guide](#) before producing your first issue. Try to include as many of the suggested areas as possible, while keeping in mind who will be reading your newsletter.

Columns are faster to read than text straight across the entire width of the page. Use them whenever possible.

Try not to continue an article onto another page. Occasionally this cannot be avoided, but you may lose your reader's attention more easily. Try to keep articles short but informative.

Involve as many people as possible in submitting articles, typing, duplicating, collating and preparing for mailing. This may be an area where a parent can volunteer even if they work during the school day.

If you see an article in another publication that you think your PTA members would be interested in, consider including part of all of it in your newsletter. District, State and National PTA newsletters encourage the re-use of their materials, but be sure to give credit to the original source. (Example: Reprinted from national PTA Newsletter, May 2012). You may also reprint from other sources, but it is important to contact the author and get their permission.

DON'T OVERLOOK TYPOS. Have someone who didn't read or type the newsletter proofread it for you before it is printed!

Save 2-3 copies of each newsletter for your notebook and to enter in the PTA [Newsletter Contest](#). This state contest is easy to enter because you've already done all the work. Bind all of your newsletter issues in a 3-ring binder (or some other binding), Make a cover showing the PTA unit, the editor's name and the school year, Complete the [Entry Form](#), Mail the entry in. It's as easy as that!

You might want to send the Newsletter Entry via US Postal Service with a return receipt requested (or by some other trackable method) so that you will know that it was received by the deadline.

State Newsletter winners are kept a surprise until the State PTA Convention. Entries are returned at that time.