

Share the TFRW Vision!

Newsletter Basics

Club newsletters are great tools for informing your members, creating good PR, and recruiting new members. While some clubs have transitioned into an electronic format, many use good, old-fashioned paper. Both versions have advantages and disadvantages, and it is up to each club to determine what is best for *their* members and budget. Regardless of format, here are some basics to keep in mind.

The very first page should emphasize your next meeting, including the speaker, date, time, location, and contact information. Do not forget to include a phone number!

The first page should also feature your President's Message. Different presidents will have different styles, and don't be afraid to let your personality show through, but keep in mind that non-club members may also read your article and form impressions about your club. Articles of about 300-400 words are ideal.

Remember that your club is a Political Action Committee, and your newsletter should include political information such as a brief legislative update, and/or information on voter registration and area political events.

Make sure every issue includes information about how to join your wonderful, active club! Print newsletters might include a membership form, and electronic formats should include a printable form or link .

Other possibilities are reports from your Caring For America, Literacy, or Scholarship projects. Electronic newsletters might include links to your County GOP and Election Office websites, as well as candidate websites.

Be sure to send a copy of your newsletter to TFRW President Rebecca Bradford, the TFRW offices in Austin, your District Director, your County GOP headquarters, and to me!

Holly Hansen
Public Relations/Texas Star Editor
1106 Dalea Bluff
Round Rock, TX 78665

Please note: if you are using an electronic format, please continue to send hard copies via snail mail for now. As club newsletters from around the state have started arriving in my mailbox, I can see that one of the most enjoyable parts of my new job is reading about all the wonderful things your clubs are doing to promote Republican values and candidates. Thanks for all you do, and keep those newsletters coming!

Holly Hansen
Public Relations/Texas Star Editor

(512) 799-2027
hollyhansen@austin.rr.com