Newsletters For Political Impact

Newsletters are great tools for cultivating strong, politically active clubs. A reader-friendly publication packed with information about your organization and current issues will draw in new members and increase your effectiveness.

Many members joined your club to learn how to have greater impact on politics, and are looking for things they can ***do***, so craft a newsletter that informs and encourages action. Have your club Legislative Committee Chair provide an update that educates readers on a current issue *and* gives an opportunity for action. Legislative articles may include contact information for elected officials, as well as talking points that can be used for discussion, phone calls, and 'letters to the editor.' If suggesting letters to the editor, include the address or email for local newspapers. On occasion, ask an elected official to write a guest column.

Remember that all TFRW clubs are registered Political Action Committees, and as such you ***must*** **include a political disclaimer** on all publications, including your newsletter. For most newsletters, use a single sentence disclaimer:

"Political Advertising Paid for by Totally Awesome Republican Women PAC."

However, club publications that solicit funds or votes, such as fundraiser invitations, require the 'longer' disclaimer:

POLITICAL ADVERTISING PAID FOR BY THE TOTALLY AWESOME REPUBLICAN WOMEN-PAC.
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CORPORATE CONTRIBUTIONS NOT PERMITTED.
NOT AUTHORIZED BY ANY CANDIDATE OR COMMITTEE.

If your goal is to have political impact and elect Republican candidates, reflect it in your newsletter. Your club members, candidates, and elected officials will appreciate the information, and you will be a more effective club. Also, visit the TFRW website (www.tfrw.org) and view the Best Newsletter Award form. The form is a great beginning content guide for your newsletter editor.

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