

JOB-CHRISTMAS NEWSLETTER

CREATION

- Recommend starting in August of each year
- Call up the prior year newsletter and rename for the current year. Remove pictures and stories and start fresh.
- Use same format but rewrite the first page; then add the dogs and their stories. Use the information on the webpage as a starter, updating it as you go. Use those photos unless you have better ones.
- When it is drafted to the current date (usually in September) send to the list and ask all foster homes to review, send in better photo if they have one, add little details to make it more interesting. Remind them it will also be the basis of the parade script.
- Save room to add dogs for the rest of the year. It usually works best to start a whole separate document for the back parts of the newsletter so that space is more flexible. Some items can't be done ahead but some can be.
- Cut off date is 10/31/of the current year. Any dogs coming in after that will go into the next year's newsletter. This has to be done by about November 1 so that it can be printed and mailed by month end.
- Janice Collins has been printing this each year. When she retires, we will need to find a new printer or pay for printing. Our schedule is built upon her schedule and when she is able to print.
- Keep to no more than 10 two-sided pages or you will need to pay extra postage. Note: If Janice prints on heavy paper like she prefers, you will be paying more postage also.
- Throughout the year, save funny and/or appropriate Westie photos from Facebook to give some life to the newsletter.

ASSEMBLY AND MAILING

- Use the prior year mailing list; update with all new adopters, vets, groomers, foster homes, donors, etc.
- Remove all former applicants, adopters who returned dogs, former etc.
 - To save postage, we give a link to Club members rather than hard copies
- Give Janice a count by taking the results and adding another 50 or so.

- Janice will provide them collated and stapled. Buy envelopes; we have bought forever stamps ahead of time but you will need to buy the extra postage (2nd ½ or 1 ounce).
- Print address labels using the above address list.
- Print return address labels.
- Call a newsletter party and the group will stuff and add postage and labels.
- Try to mail as early after Thanksgiving as possible so people will have time to see our advertising and buy from us for Christmas gifts.

POST MAILING

- Save a copy of the mailing list as it was when you mailed to the drop box.
- Save a copy of the final newsletter to the dropbox
 - Open a Christmas newsletter file on your hard drive and add a copy of the mailing list there.
 - You will get several back usually as undeliverable. Try to find the new address if you can. If you can't, remove them from next year's mailing list. If you can, update next year's mailing list. Also mail to the new address this year.
- At the Specialty, put a pile of newsletters on the Welcome table.
- Save a hard copy of the newsletter in a binder each year.