

**Editing a Chapter Newsletter**  
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American Needlepoint Guild Gateway Chapter, St. Louis

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## ***Introduction and philosophy***

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If you're reading this document, there's a good chance you've just taken on a big but fulfilling job — chapter newsletter editor. Perhaps you're one of the lucky few who love to write and do it well, have in depth knowledge of computers and software applications, and have extensive training in graphic design. If so, give me a call — I can learn from you! What's more likely is that you took on this role with some trepidation and like most of us, will grow with experience to become a credible editor.

The key message of this document is that what counts to your readers is content. The basic skill needed by any newsletter editor isn't computer expertise, design, or even writing. It's the ability to capture every interesting fact or story that you hear or see, to recognize what information your readers will need to participate in chapter activities, and to pass all of that accumulated data on to your readership. It's a shift in mindset for most people, and is easy to learn.

Given that perspective, this handbook touches on some design, writing, and production issues, but most of it is devoted to the real capital of any newsletter: copy. Where do you get it? What's appropriate? Regardless of your particular strengths when you start as an editor, all of us at some point face the issue of finding enough copy to fill the newsletter. The information in this document is based on my ten years of editing newsletters in a variety of settings, but is tailored specifically to help those doing ANG chapter newsletters. If you have questions or comments, please let me know. Good luck!

## ***The functions of a chapter newsletter***

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The newsletter serves to market the chapter. It should draw in new members and make existing members feel as if they're a part of what's happening even if they don't participate frequently. The specific functions of your newsletter include:

- Informing members about chapter activities — especially those who may miss a meeting — and providing the information that will enable them to participate.
- Making members feel good about belonging, and presenting the chapter as an interesting organization that visitors will want to join for educational or social purposes or both.
- Educating readers in the field of needlework and letting them know about educational resources accessible to them. This includes a broad range of topics — disseminating useful tips, reporting on books, magazines, and stores from which readers might benefit, and providing information about educational opportunities including workshops, seminars and exhibits.
- Conveying policies and administrative rules established by the chapter's board of directors.

## ***Your role as editor***

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In stepping into a newsletter editor's position, all of us recognize the basic requirement of producing a publication at regular intervals. The role of an editor is much broader, however, including a diverse range of responsibilities:

- In conjunction with the chapter board of directors, set policies for the publication such as the cost of advertising, the number of issues each year, dates of publication, etc.
- Set and meet publication deadlines.
- Ensure that the chapter newsletter is scrupulous about following copyright laws, and in particular, ANG policy 3.06: "Copyrighted materials may not be reproduced for distribution to other individuals, including members of chapters, without prior written consent of the holder of a copyright." This includes text, images, patterns, and anything else you might consider including in your newsletter.
- Work to broaden the perspective of your readers by including information on related art, design, and needlework topics that may not be needlepoint per se but could inspire them in their stitching.
- Exchange newsletters with other chapters to see what they're doing, and review these newsletters for information that chapter officers may find useful, such as fundraising and program ideas. Make these newsletters available for members to view at chapter meetings to stimulate their thinking about possible chapter activities.
- Maintain an archive of past issues of your chapter's newsletters for chapter use.
- Be enthusiastic about your chapter — in your writing and in speaking with advertisers and new members about the chapter.

## *Understand your audience*

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Your audience consists of chapter members, prospective new members and advertisers. All of them have different expectations, and it's your job to meet all of them as best you can.

### Members

- Some of your readers will be regular attendees at meetings and will know much of what they need to know about meeting times, locations and program content. Others will be occasional participants and will need complete details about every event in order to attend and participate.
- The skill level of members varies from beginner to professional. Just because you already know a technique or stitching tip, don't assume that everyone does. Even the simplest hints can be of value to those starting out. At the opposite end of the spectrum, ask yourself about each part of newsletter — would I find this interesting at any point in my development as a stitcher?
- Within the ANG definition, your readers will have a wide range of interests — threads, finishing, stitches, specific techniques, etc. Many of them will have other textile-related hobbies, such as sewing, quilting, costuming, and others. The diversity of interests means that the topics you can consider are almost endless. Be open to any interesting stories or events you hear about, even if they're not exactly needlepoint.

### Prospective members

- May not know about ANG at all, and your newsletter may be their first introduction to it. Include the ANG mission statement (see below) to make your chapter's objectives clear.
- Will want to know what the chapter has to offer them. Include information about all educational and social activities, even if you think everyone in the chapter is already aware of them.
- Will need complete information for every activity — include the five W's (who, what, when, where, why) and a list of supplies needed. Details such as driving instructions may need to be included.

### Advertisers

- Will want to know that the expense of advertising pays off for them.
- In print, encourage your readers to patronize your advertisers and to mention to shop owners that their ads have been seen and read.
- Run a column in every issue highlighting new activities or resources at local shops.

No matter how diverse your audience is, they all share one thing: a shortage of time. Make your stories concise and to the point, and put the critical information at the start of any story.

## *Getting help*

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Your life as an editor will be easier if you first survey the range of tasks involved in publishing your newsletter, figure out which ones can be delegated, and how many assistants you'll need to do them. In most situations, the two job areas that are readily delegated are advertising and production. An advertising assistant can solicit advertisers, send out invoices, and collect information for a feature column on what's new with an advertiser. A production assistant can be responsible for photocopying, folding, taping/stapling, stamping, addressing, and mailing the newsletter.

As a practical matter, you will probably need to have a computer with suitable word-processing software and a printer. Within small organizations, it can be more effort than it is worth to delegate typesetting and layout.

Once you've decided on the number of assistants needed and their roles, you can begin to solicit the chapter membership. Although you can run a plea for help in the newsletter, readers have an uncanny ability to ignore these requests. It may be more effective to create a sign-up sheet listing the positions and the tasks for each job, and then to circulate at meetings with clipboard in hand. If the response from someone is "What's involved" rather than "No!" use the description on your sheet to explain the position. The personal touch in recruiting is generally more effective.

Ultimately, the responsibility for soliciting and collecting copy will be yours, but everyone on your committee (and on your board) needs to keep his or her eyes and ears open for items that would be of interest to readers. Give a byline to anyone and everyone who provides you copy or information — it costs you nothing, and it keeps them coming back. If you're successful in making the entire chapter membership feel some ownership in the newsletter, it will be easier to find and generate copy.

Be prepared to accept information in any form — by phone call, as bullet points in an email, or as a complete written article. It would be nice if every bit of copy arrived print-ready, but it rarely does!

### ***Suggested recurring components***

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It's a good idea to identify the standard components of your newsletter, and to position them in the same place each time so that your readers know where to look for them. Here is a list of possible regular elements:

#### **Nameplate**

The combination of graphics and text that gives the name of the publication and your chapter name. Most chapters use their logos in the nameplate. It should be on the front page, and shouldn't change from issue to issue. Under the nameplate, list the volume and issue numbers, and the date.

#### **Calendar of events**

Includes dates and locations for monthly meetings, stitch-ins, social events, fundraisers, or community activities relevant to needle arts. It can also include sign-up deadlines.

#### **Masthead**

This text provides the publication schedule for the year, the copy deadline for each issue, instructions on how to submit copy, ad rates, and where sharing chapters should send their newsletters.

#### **What's new**

A quick summary of information that local shops and/or advertisers would like disseminated and items of interest to readers, such as class offerings, trunk shows, or new threads/gadgets.

#### **Kudos**

A short column that recognizes members' needlework accomplishments or volunteer activities in support of the chapter. The best way to collect this information is as you hear about it — keep your ears open to what people are doing — charity work, stitching, exhibiting, etc. — and make a note to yourself. Sometimes the best information comes on the fly!

#### **President's letter**

A letter from the president that encourages member participation and highlights shared interests.

#### **Minutes of meetings**

Whether or not to include the minutes of chapter and board meetings is a tough call. They can be long, boring reading unless significantly edited to focus on decisions and activities of interest to readers.

#### **Membership application form**

If your chapter doesn't print a separate membership application form, you may want to include one in your newsletter, since it will be going to prospective members.

#### **Chapter policy reminders**

These can vary from issue to issue, and include reminders such as wearing name tags at meetings, the chapter inclement weather policy, whom to contact in case of address change, whom to call if you need a ride, policy on mailing out program instructions to members, etc.

#### **Membership report**

Includes a welcome to new members, any updates in member contact information and dues reminders

#### Program report

Provides all necessary details for each upcoming program activity, including monthly programs, stitch-ins, correspondence courses, workshops, etc.

- Description of the project or activity
- Sign-up deadline
- Cost
- Instructor
- Pattern to trace (if needed)
- Date, time and location of event (if other than regularly scheduled monthly meeting)
- Supplies needed
- Image of the project to be done (if permission to reproduce has been obtained from the designer)

#### Ways and means report

Information about planned or completed fundraisers, along with the treasurer's report of the current account balances, if desired. Once a year you should publish the chapter's annual financial statement so that members know how their dues are spent.

If your chapter maintains an inventory of merchandise for sale, a list of available items and their cost should be published periodically so that new members learn what's available.

#### Library report

Not all chapters have libraries, but if yours does, it's a good idea to have a regular review of a book in the collection. It reminds members that the chapter has a library, and keeps them up to date with respect to what's in it.

#### Social committee report

Important events in the lives of members — births, deaths, weddings, illnesses, etc. — along with announcements of upcoming chapter social events or reports on completed ones.

#### Historian's report

Not all chapters have a historian. Even if you don't it's still fun to include facts about the chapter from years gone by.

#### Philanthropy and public relations

Announcements about philanthropic activities, upcoming member exhibits, etc. If your chapter has a Web site, include its URL in every issue.

#### List of chapter officers and their contact information

Make your officers readily accessible to members with questions by posting their contact information in an easy-to-find location.

#### The ANG mission statement

“The object of this Guild is for educational and cultural development through participation in and encouragement of interest in the art of needlepoint.” (ANG bylaws Article II, Section 1) This simple statement tells prospective members all they need to know about why your chapter exists!

#### Chapter meeting schedule

When and where the chapter meets — for example, third Monday morning at the main library.

#### ***Ideas for additional copy***

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The amount of copy available in the recurring newsletter elements sometimes just isn't enough to fill the space available. When that happens, you need to have a few ideas up your sleeve for additional stories. Here are some examples:

## Reader polls

You can generate useful information simply by soliciting opinions from the experts at your disposal — chapter members. Some examples include:

- Survey new members to find out their interests, what they're hoping to learn, how they found out about the chapter, etc.
- Recommended framers
- Favorite stitch books
- Usual stitching supplies — just what's in those bags that everyone carries around? New members may find all of the accessories baffling, and this type of information helps educate them about what's available and how to meet their individual needs.

Passively distributed survey forms aren't likely to be successful. You may need to hand the forms out at meetings and coerce members to complete them. Once the results are in, don't forget to check for accuracy (e.g., are the addresses or authors' names correct?). An example of a framing survey can be found in Appendix 1.

## Program, workshop, or seminar reports

- Ask members to write a few sentences about any non-chapter classes, seminars, or workshops they've attended. If they won't write, interview them and write it yourself. Members like to hear about others' learning experiences, sometimes using the information to decide if they'll take a class from a particular teacher.
- Summarize the key points (also known as keepable content) of a previous month's program. Members who couldn't attend will appreciate your effort.
- When members attend a national seminar, get them to bring back one bit of information they learned and compile all of the tips into an article.

## Local art events

Monitor local newspapers, museums, and guilds for art events that may be of interest to members. Examples include quilt shows, textile exhibits, lectures on decorating, weaving, dolls, antique clothing or embroidery, etc.

## Question and answer column

As in the case of a "Kudos" column, creating a Q&A feature is easiest if done on the fly. Work to capture the questions people ask of you or those they ask each other. Examples include: Where did you get your floor stand? Where can I buy a magnifying lamp for stitching? What's the best way to trace a pattern to canvas? Sometimes these seem mundane, but even if only one person in your group asked the question, there are bound to be others who will find the information useful.

## Share recipes

Eating is second only to stitching in the hearts of needlepointers. If someone brings a dish to a gathering and you like it, ask for the recipe!

## Book, magazine, and Web site reviews

Any book is fair game for a review, regardless of its age. If a text is a discovery for you, chances are someone else hasn't heard of it either. It takes just a few minutes to jot down your impressions of a book and pass the information on to your fellow chapter members. You don't have to invest a fortune to review books, either. Good sources include chapter members' libraries, your local public library and used bookstores.

If you or any of your stitching friends spend much time on the World Wide Web searching for stitching supplies or information, pass along interesting sites to your readers. Many people don't have time to search the Web and appreciate pointers to good sites.

## Travel reports

If you or someone in your chapter travels, there's a good chance the first thing you do on arrival is scour the local phonebook for the location of needlework stores. If you visit shops, take notes and write up a quick summary of

what you see. What's the shop's specialty? Did they have new tools or threads you'd never seen? How is their collection of patterns and canvases based on local themes?

#### Editorial column

Everyone who stitches will on occasion have a few pithy thoughts to pass on to friends; it's just a matter of recognizing them when they pass through your head. Some examples: encouraging members to speak up and be active in order to get the most out of their membership; a correspondence course critique that read like a how-to guide for life if you just left out the word "canvas" wherever it occurred.

#### Quotes

Some quote books are indexed by topic, allowing you to locate those related to embroidery, sewing, thread, etc. Your local library should have a sampling of quote books.

#### Member or teacher interview/profile

Keep in mind that your audience *loves* stitching. They like to talk about it, do it, look at it. If you interview someone not in your chapter, be sure to send them a copy of the newsletter in which the story appears.

#### Resources from national

Periodically, your Area Representative may send out a newsletter with information about resources and activities offered by ANG. Every two months, the ANG Internet Committee emails a newsletter detailing resources on the ANG Website (<http://www.needlepoint.org>). Both newsletters can be valuable sources of information that your readers will want to know about. The best way to make sure you get these communications is to encourage your chapter president to keep the Vice President for Chapters/Areas ([ChaptersAreas@needlepoint.org](mailto:ChaptersAreas@needlepoint.org)) informed about your chapter's contact information.

The ANG website is full of resources - a FAQ page, course announcements, stitch of the month, etc.

#### Needlepoint in the news

Needlework is all around us. It's in the The New York Times, on the radio, in popular magazines. You just have to be alert to its presence so you can review and reference stories that have appeared in local or national media.

#### Want Ads

You can facilitate swaps or trades of needlework-related items between members with want ads.

#### Stitching Charts

Most thread manufacturers provide charts of sample stitching projects free of charge that can be photocopied. Now that many members have access to the Web, there is less need to put these in a newsletter for distribution. If you decide to include a pattern, beware of copyright issues. Look for text that says "permission to photocopy..." or something similar. If you don't see it, you need to ask for permission to reproduce the work.

### ***The visual & design aspect***

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There are many good sources in print and on the Web that can help you create a good-looking newsletter. Here are some basics that bear review:

#### Templates

Use a template when you're typesetting to ensure a consistent visual appearance within each issue and from one issue to the next. Templates help you maintain consistent use of font and margins. For example, one type font for headlines, another font for body text. Many word processing programs supply templates, or you can create your own.

## Graphics

Clip art is ubiquitous. You can get it by purchasing a cheap CD of images, from clip art libraries provided with software, and from Web sites. Seasonal images and relevant theme images can make your newsletter look more polished. Be sure to include the ANG logo and your chapter logo in your publication.

Boxes and other graphic elements can effectively set off text, but be careful of having too much of a good thing. Overuse negates their impact, and can be distracting. Fonts can be varied for visual impact; however, the same precaution applies.

## Creative use of white space

A document in which every square inch is filled is busy and unappealing. By giving your reader's eyes a rest with empty space, your document will be more readable. Generous margins and space between paragraphs and articles will make your newsletter easier to look at.

## Columns

Text in columns is easier to read than text that goes across an entire page from left to right. In addition, columns automatically create negative space.

## Widow and orphan control

These are words or short phrases at the end or beginning of paragraphs that remain alone at the top or bottom of a column and leave a reader hanging. Some word processing packages correct these automatically, but if yours doesn't, you'll need to monitor them manually.

## Production quality

Ads should be readable. If your advertisers send business cards to scan in, make sure the resulting images are clear and legible. Otherwise the advertiser isn't getting its money's worth.

Use good quality paper, and choose a format that fits your usual page count and is economical. Light-colored paper of increased weight can give your newsletter a polished look, but generally involves additional cost.

Work with your printer to ensure high production quality, with ink that doesn't smudge or transfer to the previous page. Your worst nightmare is a newsletter that's been stuffed into someone's stitching bag and rubbed off on a project!

## ***Advertising***

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Advertising can not only offset some of your costs, it can enhance relationships with local shops and ensure that your members are aware of resources they may need. Consider all relevant shops in your ad strategy, not just local needlepoint shops. Stitchers use other goods and services to support their hobby: framers, craft shops, fabric stores, etc. All of them are potential advertisers.

- Work with your board to set standard ad sizes and rates, and policies on types of ads and advertisers you'll accept. You can use your network of shared newsletters to find out reasonable rates.
- Create a form letter that you can send to potential advertisers. An example is attached in Appendix 2. Your letter should provide information on ad sizes and rates, publication frequency and circulation size. Follow up with a phone call if you don't get a response. When you're talking with a potential advertiser, focus on the benefits that accrue to him/her by advertising.
- Once you've established a relationship with an advertiser, you can invoice him on a regular basis (typically annually) and follow up with a phone call. A sample invoice is shown in Appendix 3.
- Devote a column in your newsletter to what's new in local shops. You'll probably have to phone shop owners for information. Most of them are too busy to respond to email or a form.
- Generate a quality product and meet your publishing deadlines. It keeps advertisers coming back.
- Encourage members to patronize advertisers.
- Organize an advertiser appreciation event, such as a shop walk.

- Positioning ads in the newsletter
  - One approach is to intersperse the ads throughout the newsletter, and then include an index of advertisers on the last page. With the ads dispersed through the text, readers are more likely to look at them, but they are more difficult to find if someone is looking for a shop address or phone number. This approach is more work to lay out, but does allow you to use ads to fill out those odd spaces that appear.
  - An alternate approach is to put all of the ads on one page. It's easier to find an ad for a given shop, but may be less effective in giving the advertiser visibility. This is the easiest approach for laying out the newsletter.

### ***Production and mailing***

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- Put your name and return address on the newsletter
- Run the spell check and grammar check tools in your word processor, and then proofread the newsletter yourself since these programs will miss errors. Read the document out loud to yourself if it helps you proofread. Ideally, have one of your committee members proofread the document for you.
- The three distribution formats available to you are hardcopy, email, and download from a web site.

#### *Hard copy*

Even if you chose an electronic form of distribution, you'll still need to distribute a few hard copies because not all members have access to email or to the World Wide Web. Those who print hard copies usually use 8 ½" x 11" sheets, but others use 11" x 17" sheets and fold them in half to make a tabloid. The latter may be slightly more expensive, but is less prone to destruction in mailing.

The US Postal Service seems to have an infinite number of ways to destroy newsletters. If you staple your newsletters, they're less prone to page loss during handling, but are an annoyance for the reader to open. Newsletters that are taped shut are easier for the reader to open, but should be taped on all three open sides since singly-taped newsletters are the most prone of all to destruction during mail handling. In some locations, chapters have been forced to put the newsletter in an envelope for mailing because the loss during handling has been so great.

#### *Email and Web site delivery*

Electronic delivery is an inexpensive option, eliminating both copying and postage costs. Among the challenges are identifying a format that all of your subscribers can read. Some will not be able to read email in HTML format, which means that you're limited to plain text and its limited formatting options in the body of the message. Other readers may be reluctant to open email attachments in any format — Microsoft Word, Adobe PDF, etc. — as a result of recent virus threats.

If your chapter has a Web site, it's simple enough to post your newsletter for download in Word or PDF format. Be prepared for that small percentage of recipients who will not have the software needed to open the document and will be unwilling to install it, or those who despite having a computer with appropriate software, will not be able to open your document.

Regardless of which delivery method you use, remember to adhere to copyright laws as noted earlier. In addition, if you intend to publish an individual's names or contact information, be sure to get his or her permission to do so. In this era of massive interconnectedness, identity thieves, spam peddlers, and telemarketers are a fact of life, and all of them depend on personal information for their livelihoods.

### ***Getting Organized for Success***

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When you first start, review your chapter bylaws and policies for any requirements of the newsletter. If your position has a written job description, review it, too.

Create a timeline for your newsletter (see Appendix 4) that maps out the tasks for every newsletter and how much time you'll need in order to meet your publication deadlines. This will allow you to set copy deadlines based on your publication dates.

Communicate copy deadlines and publication dates to your committee members, the chapter board and chapter members.

Use your timeline to create a standard checklist of activities for every issue. This could include anything from a list of regular features that will need copy to proofreading the issue once it's formatted. Many of the things you will do for each issue are

the same, and when the inevitable time crunch comes just prior to publication it will be easier to remember to do them if you have a tickler list.

If you need one, buy a standard style guide such as Strunk & White to help with typographical questions such as where apostrophes go and what hyphenation is appropriate.

In the final analysis, the thing that will make your newsletter successful is your enthusiasm. You must love stitching; otherwise you wouldn't be in the American Needlepoint Guild! Enjoy your role, recognize that you provide a valuable service, and savor all of the stitching information you'll unearth to communicate to others who share your love of this art.

### ***Acknowledgements***

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My thanks to Pat Correz, Vice President for Chapters/Areas, who encouraged me to write this document, and to Lisa Balbes, fellow member of the Gateway Chapter and past newsletter editor, who reviewed the initial draft and provided valuable feedback.

*Appendix 1 - Published Framing Survey Results*

Frame-it-yourself Suppliers	Selection	Cost	Quality of Materials	Number of Responses	Comments
Michael's	3	2.5	2.6	6	<i>I do not frame my own needlepoint. When I value my time and work, I leave framing to the experts.</i>
Target	2.5	2	3	2	
Venture	1	2	3	1	
<b>Custom Framing</b>	<b>Quality of Assistance</b>	<b>Cost</b>	<b>Quality of Materials</b>		
Barucci	1	4	1	5	
Frame Factory	3	2.7	3	3	<i>Highly variable; depends on the clerk.</i>
Michael's	3	2.5	1.8	6	<i>I did not think they could even mount canvas. Not flexible; will often not be able to do what you want; don't always understand needlework. Only Shirley at the Florissant Store.</i>
Sign of the Arrow	2.3	2.7	1.3	3	
Picture Mart	1	3	1.5	2	<i>Seem to have knowledge of stretching canvas properly.</i>
Korzendorfer & Bick	1	3	1	1	
Frame Guild	2	4	4	1	
Art & Frame	2	3.5	2	2	<i>Much more flexible than Michael's.</i>
Blue Horse (Cave Springs)	1	3	1	1	<i>Often I just leave framing decisions up to him. Very reasonable; has ordered special matting &amp; molding just for my items; has painted molding for my items; has held on to my needlepoint until he found the "perfect" matting &amp; molding for me.</i>
Patches	1	5	1	1	<i>Every piece was done very nicely; however, the cost was very expensive.</i>
Bradbury's	1	4	1	1	
Gary Lucy	1	1	1	1	<i>Located in Washington, MO</i>

Summary

- The total number of respondents was 14.
- The rating scale ranges from 1 = outstanding or *least* costly, to 5 = unacceptable or *most* costly. The comments were provided by respondents who completed the survey.
- In general, most of us are unhappy with the cost of framing. Although many of us have used Michael's, the results haven't always been satisfactory. Several members report using Barucci, but they note that the cost is high. The range of custom framers we use is bigger than I anticipated. I couldn't find Bradbury's in the phone book, and there was no name on the completed survey sheet for follow up.
- Those of you who are looking for framing options now have the recommendations of other members, and can act accordingly. Good luck!

Editing a Chapter Newsletter ~ 11

September 2002

*Appendix 2 - Advertising Solicitation Example*



Gateway Chapter American Needlepoint Guild

April 13, 1998

Dear shop owner and fellow needlework enthusiast:

NeedleNotes is the official publication of the Gateway Chapter of the American Needlepoint Guild, and is published six times a year: September, November, January, March, May, and July. One of our regular articles is a list of classes, events, trunk shows, new products and threads, etc. that are available in local stores. If you would like to have your store's activities listed in this directory, please send your information to me at the address listed below, or call me. The deadline for our next issue, to be mailed May 1, is April 27. I have enclosed a form for those of you who would prefer to write out your information. Even if you do not have information about your store, I would appreciate hearing from you about any meetings, exhibits, or other activities that might interest our readers.

NeedleNotes accepts advertisements, and the charge for an ad of business card size is \$15/year for all six issues. Our current circulation is approximately 80, and roughly ten percent of that total is sent to other ANG chapters around the country. These ads are an opportunity to post your store name, address, phone, fax, etc. — information that is not included in the event directory. With the purchase of a year's worth of advertising, you will be placed on our mailing list to receive six complimentary issues of NeedleNotes. There is no obligation to purchase advertising in order to submit information for the event directory, or vice versa. If you wish to advertise in NeedleNotes, please send me a check along with the copy you want to appear in each of the coming year's issues.

Thank you for your help, and I look forward to hearing from you. If you have any questions, please do not hesitate to call me.

Best wishes,  
Denise Beusen, Editor  
1118 Dunston Drive  
St. Louis, MO 63146  
Phone 314-432-5750  
Email 0000@00.net  
Fax 000-000-0000

**NeedleNotes**

Gateway Chapter American Needlepoint Guild

Please supply information in any of the following categories you think our readership would find interesting:

**Classes (please list teacher, topic, date, and time):** \_\_\_\_\_

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**New threads or tools:** \_\_\_\_\_

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**Exhibits (please list location, dates, and title/theme):** \_\_\_\_\_

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**Trunk Shows (please give dates and designer):** \_\_\_\_\_

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**Anything else of interest:** \_\_\_\_\_

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If you would like to advertise in NeedleNotes, please enclose a check for \$15 for a year's worth of issues (6) and the copy you would like to appear. There is no obligation to purchase advertising in order to submit information for the event directory, or vice versa.

**Please postmark no later than April 24, 1998 and send to:**

Denise Beusen, Editor	Phone	314-432-5750
1118 Dunston Drive	Fax	000-000-0000
St. Louis, MO 63146	Email	0000@00.net

Thank you for your help!

*Appendix 3 - Invoice Example*



Gateway Chapter American Needlepoint Guild

Invoice #1999-2

May 6, 1999

The 1<sup>st</sup> and Last Stitch  
8988 Manchester Road  
St. Louis, MO 63144

<b>Item</b>	<b>Description</b>	<b>Cost</b>
1	One year of advertising in <i>NeedleNotes</i> Includes 6 complimentary issues 5/99, 7/99, 9/99, 11/99, 1/00, 3/00	\$20.00

Please make check out to Gateway Chapter, ANG.

**Total** **\$20.00**

Susan,

Thank you very much for your support in the last year. The March 1999 issue was the last of the six ads you ordered. We would be very pleased to have you continue as an advertiser in *NeedleNotes*. If you have any questions, please let me know.

Best wishes,  
Denise Beusen, Editor  
*NeedleNotes*  
1118 Dunston Drive  
St. Louis, MO, 63146  
Phone 314-432-5750  
Fax 000-000-0000  
Email 0000@00.net

cc: Treasurer

## *Appendix 4 - Newsletter Timeline Example*

### **Timeline for a NeedleNotes issue published bimonthly**

#### Weeks 1-4:

Keep an eye out for anything related to needlepoint or stitching and stuff into folder:

- New books
- Articles that appear anywhere
- Discussions with *anyone*
- Mail/announcements of classes, seminars, exhibits
- Questions about stitching asked of me or that I ask of others
- Observations about my own stitching habits/goals or those of others
- Interesting pieces done by others

Watch for jokes, quotes, or any small fill items

#### Week 5-6:

Look through my standard list of components; assemble list of calls to make

Go through board meeting and general membership meeting notes

(Take notes on every detail of meetings that any member might be interested in!)

Go through clip art to find seasonal and fill images

#### Week 7:

Draft short articles on stitching events I've attended/books & articles I've found

Surf Web to locate stitching pattern or interesting site

Start making calls to assemble information

Write Editor's Prerogative if I have anything to say

#### Week 8:

Make final calls

Coordinate with membership chair to ensure mailing list is up to date

Print mailing labels

Check ads against paid-up advertiser list, remove/add ad copy and mailing list entry as needed

Complete writing

Calendar:

    Check previous issues for Calendar items to be added or repeated

    Check through entire issue to find Calendar events

    Add non-chapter stitching activities to Calendar

Finish formatting/layout

Finalize print number (include Area Representative, Vice President for Chapters/Areas, extra copies for membership chairman and other board members as requested)

Print final copy

Take to printer and have copying done

Get postage at Post Office

Fold, tape, stamp

Mail! (No later than the last day of the month)