

SIGEP NEWSLETTER GUIDE

How to assist or create a newsletter with your AVC that effectively communicates with alumni, volunteers and parents ... and more!

One of the most important responsibilities you have as Vice President of Communications is sharing stories and chapter updates with news your key stakeholders. One of the most effective ways of doing so is by producing a high quality newsletter.

Though there are many ways to produce and publish a newsletter, this guide will give you easy, basic steps to making sure yours is the best it can be.

Before diving into how to make a newsletter, you need to understand whom your audiences are and what type of stories they want to hear.

Your audience for newsletters should include:

- Alumni and volunteers.
- Potential new members.
- Campus community.
- University administrators.
- Parents and families.
- Local community.
- The Grand Chapter.

Similar to the [SigEp Public Relations Guide](#), here are examples of stories you could tell based on your audience:

- Your chapter completes a major service learning or community service project that benefits campus or the community.
- The Grand Chapter.
- Your chapter hosts an event that's open to more than just Greeks.
- A member of your chapter is selected to attend the Tragos Quest to Greece or Ruck Leadership Institute.
- Your chapter wins a Buchanan Cup or other prestigious award.
- A member of your chapter breaks an academic or athletic record or receives recognition for athletic or academic excellence.

The most important thing to remember when producing a newsletter is your audience. Tell them the stories they want to hear. You have the ability to make an impact on your chapter's key stakeholders when you produce a high quality newsletter. The rest of this guide will go over how to make it happen.

Follow a structure.

While every newsletter is different, you should keep this structure in mind as an idea of what can make a strong newsletter.

- **The Header.** Every newsletter needs a strong visual on the cover. Choose an image that is new and relevant to each edition of the newsletter. Choose a title. Be creative.
- **The Letters.** Most newsletters contain at least two letters: one from the Chapter President and one from the AVC President. These two leaders are the face of your chapter. Therefore, they should play a significant role in the newsletter.
 - Why? Your audience needs to put a face to the chapter and its leadership. They need to be bought into the SigEp experience and your chapter leaders are the ones who can sell them on it.
 - The Chapter President should report on what is happening on the undergraduate level and on campus.
 - The AVC President should report on the status of the chapter, the status of the AVC and provide highlights as to why getting involved is worth it.
- **The Content.** If you want to produce a newsletter that is worth reading, make sure you have balance in your content. Typically, the newsletter should be 90% educational and only 10% promotional. Your content should be educational, relevant and timely. The only exception should be if your chapter has important news about a campaign or fundraiser.
 - Undergraduate profile.
 - Alumnus profile
 - Volunteer and/or donor profile.
 - Success story.
 - Recap of a national SigEp event such as EDGE, Carlson, Life After College, Ruck, Tragos Quest to Greece or Conclave.
 - Obituaries.
 - Upcoming events.
- **Contact Information.** Your newsletter is your way of getting the chapter's news out to your key stakeholders. Be sure to include ways they can contact you in case they want to learn more about the chapter, volunteering or donating. Here's the information you should have listed:
 - Members of the executive committee.
 - Include their individual email addresses.
 - Members of the AVC executive committee.
 - Include their individual email addresses.
 - The chapter's mailing address.
 - The chapter's email address.
 - The chapter's social media links:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn

- YouTube
- **The Call-to-action.** Each newsletter should have one central ask. It's not enough to just share your stories. Focus on your audience, share your story and give them an action to complete at the end of each newsletter. Examples include:
 - Update your contact information.
 - Give to the chapter today!
 - Learn more about volunteer opportunities.
 - RSVP for the chapter's annual banquet.
 - Etc.

Build a template.

A high quality newsletter needs a strong template design. Once you've made it, try not to change it for at least one year. Audiences don't like frequent changes. Here are some things to consider when designing a template:

- **Follow SigEp Marketing and Branding** styles.
- Choose one font or stay within 2-3 styles.
- Use official SigEp logos and stay in line with our true colors.
- Have a balance between text and photos.
- Use titles and subheadings.
- Find inspiration from other SigEp chapters that produce high quality newsletters:
 - [Virginia Tech SEC](#)
 - [California-Berkeley](#)
 - [Iowa State](#)
- You can also use the SigEp Newsletter Example for guidance.

Choose a method.

In order to produce a high quality newsletter, you have to choose a method to creating it. The good news is: you have options!

- **Pennington & Company**
 - Description: *"For over 20 years, Pennington & Company has been helping Greek-letter organizations on over 125 campuses fundraise and meet their goals.... Our dedicated staff combines fundraising, communications, and marketing expertise with a personal commitment to the extraordinary value our clients bring to their members, both on campus and after."*
 - **Price ranges:** VARIES
 - **Website:** penningtonco.com
- **MailChimp**
 - Description: *"More than 10 million people and businesses around the world use MailChimp. Our features and integrations allow you to send marketing emails, automated messages, and targeted campaigns. And our detailed reports help you keep improving over time."*
 - **Price ranges:** VARIES BASED ON NUMBER OF RECIPIENTS/SUBSCRIBERS

- FREE if (0 - 2,000 recipients/subscribers)
 - \$30/month (2,001 – 2,500 recipients/subscribers)
 - \$35/month (2,501 – 3,000 recipients/subscribers)
 - \$40/month (3,001 – 3,500 recipients/subscribers)
 - \$45/month (3,501 – 4,000 recipients/subscribers)
 - NOTE: Each additional 500 recipients/subscribers costs an additional \$5 to the monthly charge.
- **Website:** mailchimp.com