

Newsletter guidelines

Why have a newsletter?

Our members receive news and information about MND, current research, national events, national campaigns and much more through *Thumb Print*, our membership magazine, as well as other means such as our website. It is only through a branch or group newsletter (and website) that we can ensure our members receive important local branch/group information and local news.

A local newsletter enables you to maintain contact with all members in your area, including those who do not presently attend your meetings or events. It provides an ideal way of letting them know that your branch/group is there for them.

What to include?

Content of existing newsletters varies widely. Whatever the style that you choose, it is the news (announcements and events which affect your readers) which is going to be of the greatest interest.

Here are some suggested content ideas that may help you structure your newsletter:

- Local news/updates
- National news/updates – include articles from *The News* which you feel are relevant
- Research – include articles from *The News* which you feel are relevant
- Local fundraising
- Dates for your diary/events – include where they can get further details
- How to get involved – i.e. help at an event or join the committee
- Local contacts

Top Tip

- Include key messages – information on our current key messages can be found on the Volunteer Zone
- Invite contributions from your readers. Include a deadline for contributions to the next edition
- To avoid re-typing articles from *The News*, download a copy from the Volunteer Zone. This enables you to simply cut and paste relevant articles.
- A newsletter template is available on the Template Centre which you may wish to use as a starting point rather than developing your own.

Images

The use of images will instantly make your newsletter look a lot more interesting and appealing to read. Use photographs of people taken at events. Useful guidance can be on the Volunteer Zone.

Using the logo

When using the MND Association logo it is important that all our material looks consistent. It reinforces the fact that we are a single organisation, all working for the benefit of people with MND.

Please be aware of the following when using the logo

- Please make sure that there is sufficient white space around it so that it does not look cramped or lost in documents; below shows how much space is required.



- Do not stretch or distort the logo, or change its colour
- Logo position - the logo should be included on the front page of the newsletter
- Logo colour - there are two versions of the logo which can be used, a colour version and black and white version. Please contact the volunteering team to obtain a copy.

Font and size of text

- Use Arial when producing newsletter as it is easy to read.
- Font size – we recommend the minimum point size for body copy is 10-point set and 11 point for headings.

Information section

This should be placed at the end of the newsletter and will give the reader important contact information:

This newsletter was published by the *XXX Branch/Group* of the MND Association.

Branch/Group Contact: *Name*

Contact: *01234 567890* or email *name@email.co.uk*

Website: *www.branchgroupwebsiteaddress.org*

If you would like to talk to someone about MND please contact our MND Connect team on 08457 626262 or email mndconnect@mndassociation.org

Visit our online forum <http://forum.mndassociation.org/>

Website: www.mndassociation.org

Registered Charity No 294354.

Registered address: Motor Neurone Disease Association, PO Box 246, Northampton, NN1 2PR

If you have any comments about the newsletter, please contact the newsletter editor - *name@email.co.uk*

Disclaimers

It is important that you include the following disclaimers in your newsletter:

The views expressed (in the newsletter) are not necessarily those of the MND Association. The products and services mentioned or promoted should not be taken as recommendations by the Association, who cannot be held responsible should any complaint arise.

We would like to keep in contact with you about the important work we do. If you do not wish to receive further information, please contact name@email.co.uk or write to XXX Branch/Group, c/o MND Association, PO Box 246, Northampton, NN1 2PR

Top Tip

In order to help increase awareness of MND, you may wish to include the following statement:

- Please pass this newsletter onto people who may be interested and together we will fight for our vision of a world free of MND.

Final checks before distribution

It is important that you proofread the newsletter before it is distributed. It is useful to ask someone who hasn't worked on the newsletter to proof read it as they will be able to spot things you may have missed.

Printing

If you print your newsletter we recommend printing on standard white photocopying paper.

Distribution of newsletter

We recommend distributing the newsletter by email as it will save money with printing and postage; however, we understand that not everyone has access to email. An alternative would be to email the newsletter to your contacts who have email and send hard copies to those who don't, therefore still making a saving.

Top Tip

- Upload a copy of your newsletter to your website or promote it via your social media channels.
- Include a statement such as: If you have received this in hard copy but would like to be added to our email distribution list to receive it electronically, please email xxxxx

Please ensure you send a copy of your newsletter to the volunteering team – we enjoy reading about your events and activities and like to share your news with our colleagues and other branches and groups. Email your newsletter to volunteering@mndassociation.org