

# Commonside Community Development Trust Newsletter



Date #

Vol. #

## What's On

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience.

credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade

shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can



Caption

Caption



Newsletters can be a great way to market your product or service, and also create

## Did You Know?

Women blink twice as often as

## New Developments

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline

before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.



Caption

# Programs Update



This story can fit 150-200 words.

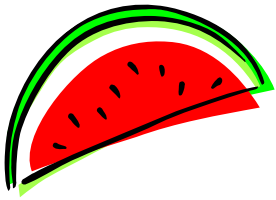
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter

is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.



## Selena's Spot



This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or

make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

## Green Corner

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of

context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



# Aiming High

This story can fit 150-200 words.

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You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter



## Upcoming Events

18.5.05 Event Name

Details & brief description

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Details & brief description

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Details & brief description

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Details & brief description

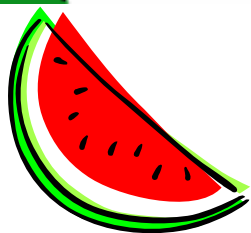


## Shout Out!

Use this form to give us at Commonsense input, ideas, join our Trust, or just to drop us a line. Write your ideas down in the space below, cut along the dotted lines, and mail it to us.

**We love to get your mail**

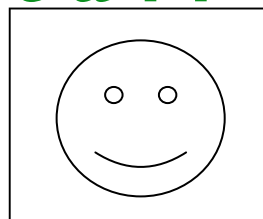




## Meet the Staff



**Adrian  
Hewitt**  
Chair



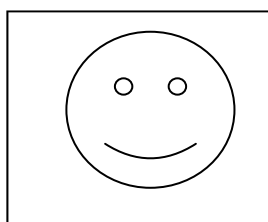
**First name  
Surname  
Title**



**Selena  
Gardiner**  
Project  
Manager



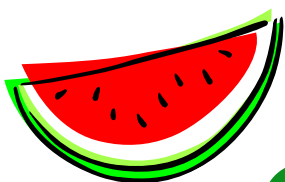
**Jennifer  
Surname  
Title**



**Suzanne  
West**  
Environment &  
Community  
Development  
Officer



**Rebekah  
Knight  
Title**



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## MAILING INFORMATION

