



# Futures May 2008

Volume 1, Issue 1

## Lead Story Headline

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create 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.

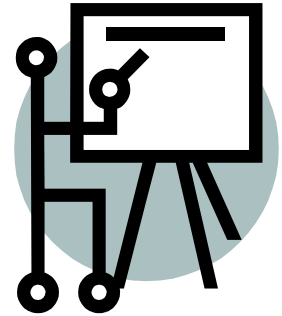
You can compile a mailing

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 spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent

source of information. Your customers or employees will look forward to its arrival.



**Caption describing picture or graphic.**

## May is Teen Pregnancy Prevention Month!

- Stats

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promo-

tional tool is that you can reuse content from other mar-

## Inside Story Headline

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 column, a book review, a letter from the president, or an editorial. You can also profile new

employees or top customers or vendors.



## FREE (OR NEARLY FREE) THINGS TO DO AROUND TOWN

Fri May 2nd 5-8pm **First Friday Art Walk.** Take a stroll in downtown Missoula & check out local artists.

- FREE admission to Missoula Children's Museum 5-8pm
- FREE movie at the Roxi 7pm

Sat May 3rd 9-1 **Saturday Market**

Sun May 4th **Mothers Day!**

Sun May 4th FREE walk through at the **Missoula Art Museum**

Sat May 3rd 11-3pm **Annual Safe Kids Safety Day** Wal-Mart Supercenter parking lot.. Provides parents with info about specific child safety risks to help prevent injury.

May 7th 6-8pm **FREE Tune up for Couples** Relationship class at Families First

Thurs May 22nd 1-5pm **Discount Car Seats** at Missoula Fire Dept 2521 S Ave Call 549-6172 for more info

Fri May 30th 1-5pm **Discount Car Seats** at Karl Tyler Chevrolet Call 258-3880 for more info

Sat May 10th **Wildlife Film Festival**

- 12:45 **Parade** downtown Missoula
- 12-3 **Kids Wildfest** at Caras Park

Thurs May 15th 6:30 **FREE Yoga** at the YWCA

Tues May 27th 6-8pm **Open Studio Night** at the Missoula Art Museum **FREE** galleries and classroom facilities open for teens to explore their creative faculties!

**Sign With Your Baby**  
Apr 7-May 16th 6:30-8:30 at Dickenson all 549-8765 to register

**Toddler Play Group**  
1st & 3rd Tuesday of every month 11 am 18mo+ and an adult at the Children's Museum

## Inside Story Headline

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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.

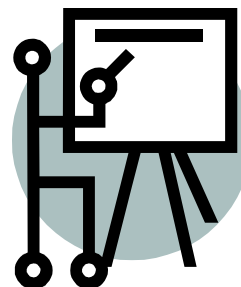
A great way to add useful

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.

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 to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



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employees or top customers or vendors.

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

## Inside Story Headline

This story can fit 75-125 words.

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

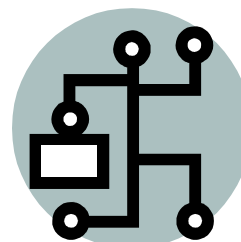
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be

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.



**Caption describing picture or graphic.**

## Business Name

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail: someone@example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

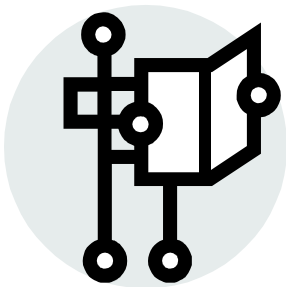
It would also be useful to include a contact name for readers who want more information about the organization.



Your business tag line here.



## Back Page Story Headline



**Caption describing picture or graphic.**

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization

is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.