

# Upward Bound

## Parent Council Newsletter

VOLUME 1, ISSUE 1

NEWSLETTER DATE

### BUSINESS NAME

### SPECIAL POINTS OF INTEREST:

- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.

### INSIDE THIS ISSUE:

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## 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 publica-



**Caption describing picture or graphic.**

tions 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.

## Secondary Story Headline

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.

### Schedule of Events

- } Date — Briefly describe the event here, including time and place.
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## SEPTEMBER 2007

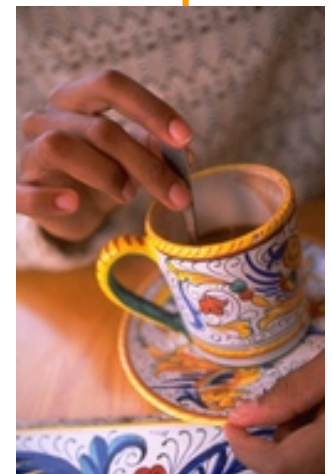
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## Inside Story Headline

This story can fit 150-200 words.

Newsletters provide an excellent opportunity to highlight past events and draw attention to upcoming events. This story could describe a successful event, such as a special awards ceremony, a quarterly board meeting, an employee training seminar, an annual retreat, a fund-raising dinner, or a publicity event to launch a product, program, or service. Photos of event participants are especially effective for this type of article. In the caption below or next to the photo, be sure to identify all people shown.

This is also a good place to feature one of the upcoming events listed in the Calendar of Events above. Explain the purpose of the event, the time and location, ticket prices (if any), and the audience expected to attend. If there is a guest speaker, mention the subject of his or her presentation and give a few details about the individual, including any significant accomplishments. Be sure to welcome your readers to attend the event and note whether food or beverages will be served and whether prizes will be awarded.



**Caption describing picture or graphic.**