



# Newsletter 101

*Tips, hints and ideas on creating a submission  
for FWIO's provincial newsletter*

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# The Home & Country ROSE Garden

## Our Objective

- To provide an effective communications tool that informs and inspires current and prospective WI Members.
- To highlight notable activities taking place at all levels of the organization.
- To provide interesting and relevant material that encourages WI Members to get involved, along with ideas on how they can do so.

**The Home & Country ROSE Garden is published twice a year by FWIO.**

## Content Deadlines

### Spring

Content due: December 1<sup>st</sup>

Distribution: March

### Fall

Content due: June 1<sup>st</sup>

Distribution: September





# EXTRA EXTRA...read all about it!

What makes a good story?

## **“Good News”**

Share your stories on specific community projects or events (i.e. success stories – fundraising or advocacy projects, donations to community organizations, craft shows, Women’s Day events, etc.)

## **ROSE Sessions**

Tell us about the most recent ROSE Session your WI has hosted. Be sure to include great photos, names of those in photos and any other unique or interesting facts about the event.

## **Profiles of WI Members**

If you have a Member who has made a special contribution, tell us her story for our “*Meet the Members*” feature. Why, when and how she became involved, what she has contributed to your Branch and community through her involvement in WI. Be sure to include a photo!



# The “Write” Stuff

## Our Target Audience

- Current and prospective Women’s Institute Members.

## Keep It New

- Readers don't normally spend time reading something they already know, so make it “**news they can use**”!

## Be Descriptive

- Don’t assume your photo will tell the whole story. What was the title of your program/event? What did you learn? How can others try the same thing? See next page for the 5 W’s (Who, What, Why, When, Where).

## Length

- Due to the quantity of submissions received, your submission should be 250 words or less. Submissions will be reviewed and edited at the discretion of the *Home & Country ROSE Garden* Editor.



# K-I-S-S

## Keep It Simple Silly



*Consider the following before you submit your story*

### **Who**

*Who was involved? Who will this be important to?*

### **What**

*What happened? What's the big deal? What motivated you to do this?*

### **Why**

*Why is it important? Why should this be useful or informative for our readers?*

### **When**

*When is it happening or has it already happened?*

### **Where**

*Where did this take place?*

***Is there anything else that is unique, special or interesting about your story that should be included?***

# Say Cheese!

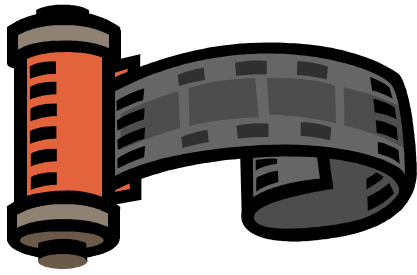
**A picture is worth 1,000 words**



**An action shot is more interesting than a posed or static image.** If you have made a donation to a cause, take a picture of someone who has benefited from the donation. It's okay to get creative with your photography!

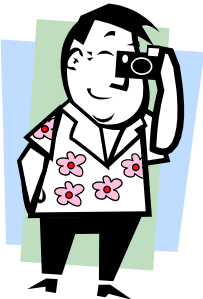
**Get a shot of your Members participating in a ROSE Session.** If they're quilting, cooking or dancing, your photo will be compelling to our readers.

**Assign a "photographer" at Branch events.** This person will be responsible for taking pictures to keep in your own album as well as to submit for the newsletter. It is also helpful to make a list in advance of all the photos you might like from the event. This will ensure that important moments don't get missed.

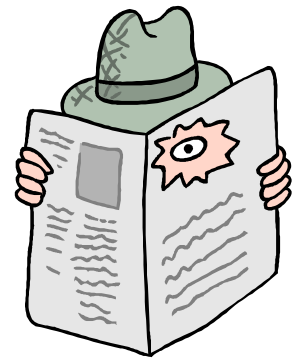


# Submitting your photos

- **Email us a photo taken on a digital camera** – Sending a digital photo is ideal for crisper, clearer results in the newsletter. If you can send a digital photo, make sure it is at a high resolution (300 DPI – “Dots Per Inch”). Email the photo along with your story to [andream@fwio.on.ca](mailto:andream@fwio.on.ca).
- **Scan your picture and email it to us** – Scan your photos at 300 DPI and as JPEG files, not PDF files. This resolution will make your photo look clear when we print the newsletter. Anything larger may clog our email system.
- **Send us a traditional picture from film** – Photos are no longer returned, so be sure to make two copies - one for your files and one for ours.
- **REMEMBER:** We want to SEE everyone in the picture and tell who everyone is! If your photo is blurry or dull to begin with, it will only look worse in print.
- **Don't forget to send a short write-up** that includes the date, location, names of those in the photo and information on the activity.



# “The Don’ts”



## **PLEASE DON'T SEND**

- District Annual and Area Convention reports and photographs
- Anniversary celebration reports and photographs (with the exception of Branch 100<sup>th</sup> Anniversaries)
- Individual membership milestones, such as the presentation of Life Membership certificates and pins (however, these may be included within a profile for “Meet the Members”).
- Tributes to deceased Members (with the exception of Provincial Presidents)
- Minutes or newspaper clippings of Branch meetings

## **PLEASE DON'T GET DISCOURAGED**

- If your article doesn't appear right away, we may have it on file for our next issue. There's a lot happening across the province and we try our very best to include all stories that meet our criteria.

## **PLEASE DON'T HESITATE TO CALL OR EMAIL**

- If you have questions, concerns or ideas - we want to hear them!