

NEWSLETTERS, PUBLIC SERVICE ANNOUNCEMENT & BOOTHS

Newsletters

- Most districts produce a quarterly newsletter and content will cover the entire quarter (ie. upcoming events, deadlines and so on)
- Content may include current issues, order forms, trivia (conservation, earth day etc), puzzles, recipe box, fun or historical facts, you may find a partner agency that would like to include a guest article, other ideas may be annual celebrations, photos of projects the district has been involved in (ie Arbor Day, Fair Booth or Producer Awards), you want to engage the whole operation (spouse, children etc.)
- Solicit advertisers, it will offset the cost of your newsletter and a good opportunity to represent partner agencies, showcase on the back page or throughout your newsletter
- If soliciting for advertisers, provide them with a current copy of your newsletter so they know what you are about
- Many districts provide their newsletter via email, let folks know if you have this option, it will save on cost
- Please keep your newsletter free of politics and/or opinion, you are representing the district, this is not your soap box

Public Service Announcements (PSA's)

- Announcements should be brief and to the point
- Identify yourself
- WHO, WHAT, WHEN, WHERE, WHY (HOW?)

Booths

- Use a LOGO and be consistent (letterheads, envelopes, business cards) with a common identifier
- Banners are great eye catchers, but if that is not in your budget, candy or good promo swag will surely get them to stop by
- If you are able, a good giveaway item will get customers engaged (mugs, books, etc.)
- Sign-up sheets, have one available if they are interested in your newsletter or want more information on a specific topic, you never know when you have a potential customer