

Why Start a Newsletter?

Newsletters are one of the most important communications tools a Local Representative has in their toolbox. Local newsletters keep members and nonmembers informed of the Union's benefits, activities, and accomplishments. They substantially improve Local visibility in the facility, making it easier to recruit new members and get current members more engaged. Most importantly, you don't have to be an officer to contribute – it is a family project.

What Should I Write About?

Write about whatever is important to your members. You can write about important issues at your local facility, issues related to the local community, recent or upcoming union meetings, contract negotiations, recruitment drives, representational issues, and a number of other union topics. You can also write about changes in the workplace, such as new policies, procedures, or personnel. Many Locals introduce their new members in each newsletter. Some even have a fun page at the end! The key is to write something that is both engaging and educational.

Tips for Publishing a Local Newsletter:

- Use NFFE's local newsletter template. Found in the Communicator's Toolkit, this ready-to-go template makes starting a newsletter as simple as writing a letter. Give it a look.
- Publish your newsletter regularly. You can publish it weekly, monthly, or even quarterly.
- Don't go it alone unless you absolutely have to. Newsletters are best when the ideas and writing styles of a number of Local members are included.
- Highlight your accomplishments. Everyone wants to be a part of a strong and vibrant organization, so be sure to take credit where credit is due.
- Try to strike a balance between substantive stories and human interest stories. It is important to get the latest union and agency news across, but it is just as important to recognize individual members, stewards, or officers for their good work.
- Use material from the NFFE National/your Local website for quick and relevant content.
- Keep it short and sweet. No one wants to find a novel on their desk every month.
- Most people think in pictures, so be sure to use a lot of them. Even if someone does not read the newsletter, they will still get an idea of the good work you do by seeing the images.
- Leave it in a high-traffic area such as lunch rooms, break rooms, rest rooms, etc. The more people that read it, the more visibility and influence your Local will have.
- Always post the Union office's contact information on the front or back of the newsletter. This way new members can easily reach you if they want to join or have a question.