

Chapter Newsletters

Most AGO chapters regularly publish a newsletter to keep members informed of upcoming events, circulate information about chapter activities and leadership, and provide job postings. Many software programs provide newsletter templates, but a basic word-processing program can also render a very effective newsletter. Many chapters develop a logo for the newsletter's front page. AGO Headquarters provides downloadable images of the AGO seal on its website, in the Guild Documents Section, <http://www.agohq.org/about-the-ago/guild-documents/>. Many chapters now distribute their newsletters electronically by emailing the publication to members or posting the newsletter on a website and emailing members the web address to access the newsletter online. This can provide significant savings for the chapter as well as increase the effectiveness of chapter communication. Chapters may also choose to send email bulletins for events or announcements, create a "Facebook" page or find other electronic methods to keep the lines of communication open between chapter members and leadership. A chapter's newsletter may contain any or all of the following:

- upcoming meeting announcement with detailed information follow-up reports on past meetings
- dean's column
- notes from other officers
- committee reports, project announcements, etc.
- job placement information and/or substitute referrals
- AGO national news
- messages from your regional councillor and/or district convener
- messages from your regional coordinators for education and professional concerns calendar of local performances
- "who to contact" information – extremely important!
- election information
- names of current officers with contact information paid advertising (to underwrite production costs) regional and national convention information
- radio and television programs of interest to members interviews with members or visiting artists
"Welcome" to new members
- "Dear Abby" column for organists, choirmasters, or teachers editorials
- special monthly features (e.g., clergy section, puzzle, or contest) newsletter editor's name, deadline date, email and mailing address chapter directory corrections and additions
- membership renewal information

Be sure that each issue includes the date, your chapter's name, city, state, and the dean's name, address, email address and phone number. Put the National President, Executive Director, Regional Councillor, and Regional Coordinators for Education and Professional Development on your emailing list. This helps them keep in touch with concerns, ideas, and events at the local level. Email addresses for each of these officers may be found on the AGO website. If you are just starting a

newsletter (or need fresh ideas), invite chapters in your area to send their newsletters to you and/or visit websites of other AGO chapters.