

Newsletters-to-go

A ready-to-go monthly newsletter with custom options.

Time and \$-saving Newsletters *All the work is done for you!*

Choose from 2 Options

- [Letter Style](#) - PDF & MS Word formats
- [Tabloid Style](#) - PDF & MS Word formats

Read "About Newsletters" [below](#) to help you make your selection.

4-Page Letter Style

with each page on a separate sheet

[Complete August MS Word Newsletter](#)

[Blank August MS Word Newsletter](#)

[Complete August Adobe PDF Newsletter](#)

[Blank August Adobe PDF Newsletter](#)



2-Page Tabloid Size - **NEW**

with pages 1 & 4 on one sheet and pages 2 & 3 on another sheet

[Complete August MS Word Newsletter](#)

[Blank August MS Word Newsletter](#)

[Complete August Adobe PDF Newsletter](#)

[Blank August Adobe PDF Newsletter](#)



ABOUT NEWSLETTERS

- [Using the Complete Adobe PDF Newsletter](#)
- [Using the Blank Adobe PDF Newsletter](#)
- [Using the MS Word Newsletter](#)
- [Newsletter Publishing Options](#)
- [Newsletter Tips and Do's and Don'ts](#)

Using the Complete Adobe Newsletter

What are the features/benefits of the Complete Adobe Newsletter?

- It is a complete 4-page, professional-looking newsletter with a mailing label on the last page. **All the articles are done for you.**
- Use as-is when you are in a rush. Just change the "letterhead" and the information line under the letterhead on the front page and the mailing information on the last page and you are ready to print.
- Make it your own (by replacing selected text/sections) without disturbing the professional look of the newsletter.
- Customize one or more of the pages by replacing selected articles on the right-hand column of each page.
- Insert your monthly calendar by replacing the center pages.
- Print a one- or two-page newsletter using selected pages.

How do I use the Complete Adobe Newsletter?

- Click on the link at the top of the page to open the "Complete Adobe Newsletter." Save it to your computer. When you are ready to do your newsletter
- On the front page:
 - Replace the "Letterhead" with one of your own - "West Pine News," "Forum Focus," "Marysville Times," etc.
 - Type the information about your community/company in the line below the header - address, phone number, etc.
- Go to the mailing label on page 4. Replace our sample text with your return and mailing addresses. If you have bulk mail information, add it to the postage box.
- Optional - add your own articles:
 - Click in the textbox on the **right-hand column** of each page. Replace our title and text with an article that meets your particular needs.
Note: *To accommodate a variety of articles, not all the boxes are the same size. The front-page textbox is the largest.*
 - Replace just one article or the articles on all 4 pages.
- Print copies from your computer. **Tip:** *If your pages seem to shrink when you print them, make sure that the "shrink to fit" box on your print options is not checked.*

What are the limitations of the Adobe format?

- **Note:** *If you do not have Adobe Writer on your computer, be prepared to print your newsletter before you close the file. Your computer will not save your changes, and it will open again as the original newsletter.*
- You cannot change the font style or make fonts bold or italic. We suggest

- you use ALL CAPITALS if you want to emphasize text.
- The font will automatically decrease to fit the box, which might make it too small. To avoid this, adjust your article or select another box. Not all of the editable boxes are the same size.
 - You cannot add clip art or images to the Adobe newsletters.
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Using the Blank Adobe Newsletter

What are the benefits and limitations of using the Blank Adobe Newsletter?

- Large-print newsletter. The program is set to font size 14 for a larger print newsletter.
 - Add all your own articles without disturbing the format. You can enter information in all the text boxes on all the pages. There are different sizes of boxes for different articles.
 - The limitations. Just as with the Complete Adobe Newsletter, you cannot save your changes unless you have *Adobe Writer*. Also, you cannot change fonts or add clip art. Unlike the Complete Newsletter, the font will not automatically shrink to fit the box. If you use too many words, the text will drop off the top of the column. Therefore, check closely when you are at the end of your text. These instructions are on the first page of the Newsletter as a reminder.
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Using the MS Word Newsletter

What are the features/benefits of using the MS Word Newsletter?

- You can save your work to your computer even if you don't have *Adobe Writer*. (Assumes you have MS Word or similar program.)
- You can edit or add your own articles, clip art and pictures.
- You can change font sizes and styles.
- All of the articles and clip art are in textboxes so that they can easily be rearranged.

What are the limitations of the MS Word Newsletters?

Because there are many different MS Word editions, we cannot guarantee how the file will look when you open it. If you want to see how it was designed, open the Complete Adobe Newsletter.

Publishing Options

Using the newsletters on this page to publish a

- Four-page newsletter with a mailing label on the last page.
- Four-page newsletter/calendar with mailing label. Print pages 1 and 4 of the newsletter and replace pages 2 and 3 with your monthly calendar of events. ([Creating Calendars](#) will help you build your calendar.)
- Four-page newsletter/calendar *without* the mailing label. Replace page 4 with page 2 or 3 of the newsletter and insert your calendar in the middle.
- Two-page newsletter. Print page 1 of the newsletter on the front and one of the other pages on the back of an 8 1/2" x 11" sheet of paper.
- One-page, 8 1/2" x 11" newsletter. Print page 1 and add your monthly

calendar on the back or leave blank.

Newsletter Tips and Do's & Don'ts

Design Tips and Do's & Don'ts

- Decide on a design and keep the same appearance and layout from issue to issue.
- Feature the name of your newsletter (letterhead) in large print across the top of the first page.
- Don't forget to include the name and address of your community in smaller font on the front page.
- For the most professional looking newsletter, use black ink on white, off-white or cream colored paper. You can add color with graphics and pictures.
- Stick to just two or three font styles throughout the newsletter.
- Don't clutter your newsletter with too many graphics or clip art.
- Use clip art and graphics that are age appropriate.
- Put the most important features on the front page.
- Make the articles easy to read. Be clear in your writing. Don't try to write "fancy" - just stick to the basics.
- Keep your articles short or break them up with subheadings. Nobody likes to read a wall of words.
- If your newsletter is going to be distributed outside of your building, do not include articles that might not be of interest to the community at large - such as departmental communications (change in laundry schedule, reminders to sign-up for transportation, etc.).

Kinds of Articles

Include interesting, informative, human-interest articles, such as:

- Success stories of past activities and special events.
 - Activity features about particular activity programs (such as your physical program, choral group, men's club, etc.).
 - Upcoming activity highlights.
 - Resident features (such as new residents or a resident of the month).
 - Residents' writings (such as short stories, articles, poems, etc.).
 - Associate features (such as employee of the month).
 - Volunteer features.
 - Tips for promoting wellness.
 - Games and puzzles appropriate for the age group.
 - Cartoons and humor.
 - Birthday congratulations. *Note: Avoid mentioning age or year of birth.*
 - Ask department managers to write regular monthly articles related to their professions. For example:
 - Food for Thought (dietary)
 - Nuts and Bolts (maintenance)
 - Household Tips (housekeeping)
 - For Your Health (nursing)
 - Special Happening (marketing)
 - Manager's Desk (administrator)
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There's More!

[The Monthly Gazette](#) (a two-page mini newsletter with fun facts about the month)
makes a great newsletter insert!
