



Emerald Chapter of SAF – Eugene, Oregon
Ted Reiss – Emerald Forester Gazette Editor

The Effective Chapter Newsletter: **A Recipe for Membership Communication** **Success – The All In Method**



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Goals of Chapter Communication:

- 1) Communicate Chapter and State SAF News**
- 2) Announce Meetings**
- 3) Recap Past Meetings Content**
- 4) Ask For Help On Executive Committee**
- 5) Bored Yet?**



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Goals of Chapter Communication:

- 1) Communicate Chapter Energy**
- 2) Invigorate Membership Through Information**
- 3) Project Chapter and Society Goals and Prove Success**
- 4) No Longer Boring Stuff....**



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Practical Steps to Project Energy:

- 1) Avoid Common Barriers to Readers**
- 2) Recognition of Accomplishment is Vital**
- 3) Prove Success of Goals by Listing and Provide Examples**
- 4) Incorporate Newsworthy Local Issues**
- 5) Include Color Photos, Quotes, Survey Results, Etc.**





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The All In Method:

- 1) Everyone on the Executive Committee Participates and Contributes During the Year**
- 2) Communications Must be Delivered**
- 3) Communications Must be Delivered On Time**



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Examples....