

Electronic Newsletter Q&A KBDM topics

Cost for budgeting for January 2011

- **Snail Mail - January 2011 postage cost increase** - Postage increase in January - The increase is estimated at 5%. This would increase Newsletter postage to about \$61.70 from 58.80 for 349 Newsletters. If we have less than 200 Newsletter they would have to mail at 1st class rates, the projection for them is .63 cents each. Current cost can be seen in the Newsletter Report online.
- **Electronic cost** for a non-profit group paid a year in advance for up to 500 contacts is costing around \$8 – \$10.50 per month for **Montana** using iContact. **Northern Illinois** uses Constant Contact and this is costing them around \$30. This cost varies as there appears to be two major companies providing these services iContact and Constant Contact.
- **No Cost** – Continue sending out a PDF version of our Newsletter. Kathi D. said we can set up a Mailman listserv for distribution and we can play around with how best to handle new subscriptions. We already have these resources so the cost is our time and efforts

Other Areas information and Suggestions

- **Get email addresses now** - including group, GRs, DRs and individuals emails who are interested in Area communication. George has been working on this job.
- **Do not print** officer/coordinators contact information in each Newsletter (just service emails) but have a list to send those members who request the information. Or put this list in the newsletter once a year.
- **Colorado** is transitioning to electronic by emailing their Newsletter to member/groups email addresses like we already do with over 100 members using PDF file format. They do not plan on removing snail mail soon.
 - If we just used email to send the Newsletter in PDF as we currently are doing we should think of transferring to a Newsletter Account that can be passed to the next Newsletter Editor
- **Northern Illinois** does a paper version of their Newsletter and then uses Constant Contact for their email version to be mass emailed. Their chairperson had started this for area updates so it was already established. There is a fee involved in this, but it's not too bad, around \$30 a month. Anybody who visits their website www.niafg.org can sign up for e-updates, which includes their newsletter, hence the need for anonymity with the emailed version. Constant Contact also helps to keep that email list anonymous.

Hard Copies

- **Montana** puts a PDF text version on the Website for DRs to print for their GRs.
- **AIS centers** might be able to meet the hard copy needs

Will we charge for the Electronic Version?

- **Montana suggests:** if folks appreciate the Newsletter, they can donate to area with a “non-designated” gift to help support the continuation of the Newsletter and their area.
- **Colorado** does not charge groups only individuals (Newsletter comes out three times a year)
- **Make contribution** online if you want to support the Newsletter

Topic of concern - what we choose to do should be easy to hand down to next Newsletter Editor. There are many things that can be done to change the Newsletter but we need to keep in mind those who will want to be part of service in this position. Keep in our thoughts the “Keep it Simple” slogan.

- Kathi D. our Web Coordinator suggestions on this topic are - Any newsletter coordinator needs to have some computer skills so I don't see the move as being too much of a barrier. Should NYN decide to go the route of Montana then a user guide could be created to assist the incoming newsletter coordinator (I can certainly assist

you with this if need be). For the most part web application's user interfaces are learn-able without too much stress.

If NYN decides to continue creating a newsletter using a desktop publishing application (such as MS Publisher) the area should purchase the software for the newsletter editor. Staples sell MS Publisher 2010 for \$140. Then the incoming newsletter coordinator will be able to continue publishing the newsletter as you and Nancy H. Of course, they would be able to give it their personal touch but would not have to be concerned with how to make the newsletter in the first place. The only slight hiccup is that the person would have to have a PC or dual-boot Mac (as all new ones are) running Windows XP or newer and at least 1.5 gigabytes available on hard drive.