

## STATE PUBLIC RELATIONS

### *Is Council newsletter worth the effort?*

Absolutely! I get 10-12 newsletters a month from the same Councils. I know there are more out there ([b.tawson@comcast.net](mailto:b.tawson@comcast.net), hint, hint). Every member should get a newsletter by e-mail or snail mail each month. Those who have e-mail normally do not need a hard copy.

It's a labor of love. I was my Council's newsletter editor before I became the editor of Knight's Call. I'm still the editor of my Assembly's newsletter. It's a lot of work, but I enjoy it. The Knights of Columbus has a pool of great talent in its membership, untapped, for some reason. But trust me in your Council, there is someone who can write, take pictures and put out a newsletter. You just have to find him.

### **What should go into a newsletter?**

**Calendar of meetings and events:** essential, so members can make plans. Should be for the current month, but can extend to future months, as well.

**Recognition:** Members need and deserve recognition for the things they do. If you want people to do more, recognize them for what they do already. Don't overlook the guys that are always working hard for your council and be sure to compliment any new members that are volunteering. Knight and Family of the month with photos, if possible, should be included every month.

**Council activities:** Stories and photos about your events are fun and rewarding, especially your charitable events. Don't be bashful about what you do. Always thank those who helped, including the parish, if they participated. Report how much money was raised and what you are going to do with it. People who contribute want to know the results.

**Pro Life Column:** With the Order's revitalized support of Pro-Life, it is essential to have your Pro Life Director contribute a column.

**Grand Knight's Column:** Every month, a great way for your Grand Knight to thank those he needs to; encourage people and exert his leadership. Monthly columns from the Membership Director as well as other Directors are great if you can get them.

**Chaplain's Column:** Spiritual guidance is a plus and the Chaplain can help. His problem may be time. Suggest that he write several monthly columns at once, they are "timeless."

**Ladies Auxiliary:** include a monthly column from the President of the Ladies Auxiliary. Try to get members to give their wives the newsletter to read each month!

**KofC Insurance:** Your Field Agent is happy to provide a monthly column and they are instructive!

**Helpful Contacts:** Include important website addresses, such as the Supreme, Council and State websites; contacts to purchase Council shirts and jackets; as well as other KofC items-lapel pins, ribbons, regalia, etc.

**Council Contact information:** phone numbers and e-mail addresses for the Council officers, Directors, Chaplain DD, etc.

**Birthdays and Good of the Order:** a list of monthly birthdays of Council members. For some reason, members like this and complain if they are left out. A list of those Knights who need prayers is very comforting for people in distress.

Avoid anything that is "political"-that's a swamp you don't want to get into. Stick with Knights of Columbus information only, that will keep the newsletter focused where it should be. ---**Bruce Tawson, State PR**