

# **PRINT NEWSLETTERS**

**CONTENT, EXAMPLES &  
DISTRIBUTION METHODS**

# CONTENT



This list is by no means comprehensive, but will help you start to identify possible newsletter article topics.

- Information about your neighborhood association
- Calls for participation
- Notices for meetings
- Publicity for events and projects
- Photos and stories about your neighborhood and neighbors
- Neighborhood news
- Land use issues / notices
- Recognition of volunteer efforts
- Meeting agendas and minutes (brief summaries including any board actions)
- Committee reports / updates
- Press releases from the city and other organizations
- Local business profiles
- Thank you to businesses who donate

# EXAMPLES

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While some of these newsletters are no longer being produced, taking a look at their archives will undoubtedly provide you with inspiration. Let past and current editions serve as a guide for your future neighborhood publications!

- [Beaumont-Wilshire](#)
- [Brooklyn](#)
- [Buckman](#)
- [Cully](#)
- [Eliot](#)
- [Grant Park](#)
- [Kenton](#)
- [Kerns](#)
- [Laurelhurst](#)
- [North Tabor](#)
- [Overlook](#)
- [Pearl District](#)
- [Sunnyside](#)
- [SE Uplift](#)

# DISTRIBUTION



## 1 Door-to-Door Hand Delivery

**Pros:** Person-to-person contact is the best way to recruit new members, build leadership, provides a low commitment option for involvement, is inexpensive, and reaches most households.

**Cons:** Requires up front time to create an effective and sustainable system, a handful of core volunteers to organize the effort and recruit new volunteers.

### Method:

- One option that many Neighborhood Associations have found effective is to divide the neighborhood into quadrants and appoint quadrant representatives. Each quadrant representative is responsible for organizing volunteers to distribute the newsletter within their assigned areas.
- A map and mailing list is used to create static delivery routes of around 25 addresses or equivalent to one hour of walking. Aim to have consistent delivery volunteers with consistent routes.
- Volunteers can be recruited through the website, blog, at neighborhood meetings, and newsletter articles.

## 2 Pick-Up Locations

**Pros:** Utilizes key community assets / locations that are frequented by neighbors, less work than door to door, increases visibility, and can help build partnerships with businesses.

**Cons:** Can result in high waste and doesn't reach every household.

**Methods:** Leave stacks of newsletters at businesses (coffee shops, etc.), construct and locate newspaper boxes / kiosks, work with local school to have newsletter sent home with students.



### 3 Mail

**Pros:** Can reach every household, doesn't require a large volunteer effort, and looks professional.

**Cons:** Is expensive, there can be a cost to acquire list of addresses in your neighborhood, and doesn't facilitate person-to-person communication.

### 4 Digital

**Pros:** Doesn't require a large volunteer effort, there are no printing costs, and can be sent out through email and posted to website, blog, and social media.

**Cons:** Doesn't reach every household and requires computer and internet access to view.