

## INTRODUCTION

The lodge Editor is responsible for keeping lodge members informed of lodge news and events through the publication of a newsletter. This newsletter should inform, entertain and educate the members of the lodge. In addition, the publication can contribute to retention by developing a sense of belonging and can be a recruitment tool by showcasing all the lodge has to offer its members.

## RESPONSIBILITIES

*Oversee the creation and production of the lodge newsletter.*

1. Plan the newsletter
  - a. Develop a budget.
  - b. Schedule publication.
  - c. Maintain a distribution list.
  - d. Determine the manner of distribution (printed or digital), based on member preference and budget.
  - e. Determine contribution sources.
2. Design and lay out the publication
  - a. Determine layout of the newsletter, which will dictate the amount of content that will be needed.
  - b. Define design elements to set the tone of the content, be it serious and informative or humorous and entertaining.
  - c. Incorporate the personality of the lodge when making choices related to layout, typeface selection and size, use of images and format.
  - d. Include required information on the front page: name/title, publication date, lodge name and number.
  - e. Include a table of contents, publication deadlines, editor contact information, lodge meeting dates and location, a calendar of events and contact information of officers in the newsletter.
3. Write or source newsletter content
  - a. Original content  
Consider doing stories on lodge happenings and upcoming events, community events, volunteer activities sponsored by the lodge, interviews with lodge members, and district and international officers, etc. Invite lodge members to submit story ideas and photos for publication.
  - b. Sons of Norway Newsletter Service

## Leadership Roles: Editor

Newsletter Service is published six times a year containing articles that lodge/district editors may use as a supplement to lodge newsletters. It is emailed to all lodge editors.

Newsletter Service is also archived online at [www.sonsofnorway.com](http://www.sonsofnorway.com). From the home page, click on Member Resources > Lodge Leadership Resources > Administrative Resources > Communications Tool Kit. Or, go to [https://www.sofn.com/newsletter\\_service](https://www.sofn.com/newsletter_service). Permission is not need to use content from this source.

c. Reprinted content

Other publications may have stories of interest to lodge members. Content taken from other sources, including the web, usually require permission for use and credit given to the original author.

d. Special Sections

Consider including columns from the president and other lodge officers that address topics of interest to the entire lodge. Also, announcements of birthdays (month and day only), upcoming events/calendar of activities, an introduction of new members (with permission) and a column from the Financial Benefits Counselor help round out the newsletter.

4. Edit the newsletter.

Having a lodge member or two help edit the newsletter before publication can be helpful. Correcting misspellings, factual errors and grammatical mistakes affects the readability of the newsletter and contributes to a professional publication.

5. Produce and distribute the newsletter.

The decision about production and distribution, digital or hard-copy or a combination, should have been determined during budgeting. Labels for hard-copy distribution (mailing the newsletter) are available from Sons of Norway Headquarters for a fee.

### CONCLUSION

Keeping members informed about their lodge and their organization has a significant impact on their satisfaction and level of involvement, which in turn, will contribute to their retention. The lodge newsletter can also be a valuable recruitment tool since it shows prospective members the programming and activities available in the lodge.