

Newsletter Editor

CHAPTER OFFICER GUIDE

CONGRATULATIONS!

Welcome to PDK leadership.

Our Mission

To grow and connect
leaders in education

Our Vision

The experts in cultivating
great educators for
tomorrow and ensuring
high-quality education
for today

As a PDK chapter officer, you have the power to help shape the future of education. Working together, PDK members can solve education's most pressing challenges.

This guide is intended to aid you in leading a vibrant, influential PDK chapter that will further the PDK mission and bring our collective vision to fruition. The leadership you provide is crucial to the success of your chapter and the success of PDK—success that will ultimately assure that all students have equal access to a high-quality education.

We don't want to burden you with administrative duties and paperwork requirements. Rather, we want to support you in accomplishing activities that are directly related to the PDK mission, vision, and goals. We encourage you to select activities that your leadership team finds meaningful and within your capacity to accomplish. Smaller chapters may elect to choose only one or two activities to accomplish this year, while larger chapters may have the capacity to accomplish several. Whatever you choose, we are here to lend support to your efforts.

Please visit www.pdkintl.org for additional resources during your tenure as newsletter editor.

Thank you for your leadership.

PDK International Staff and Board

The Professional
Association in
Education



PDK—Growing and connecting leaders in education.

Newsletter Editor

Imagine the impact your chapter would have if every activity attracted greater attendance and more excited and committed volunteers. As the chapter newsletter editor, you are the voice of your chapter and can make this happen, and the PDK Newsletter Publication Service can help.

Frequently Asked Questions

What is the PDK Newsletter Publication Service, and how can I access it?

The service is designed to help you produce attractive and professional newsletters, promotional flyers, and postcards. Just visit www.pdkintl.org, download a template, insert text, and either print and mail or submit the file electronically to the international office for printing and mailing.

What kind of information should I include in a chapter newsletter?

Tell your story. Include a calendar of upcoming events; describe volunteer opportunities; recognize the promotions, awards, and other accomplishments of chapter members; describe the outcomes of recent chapter projects or events; update members on the latest education news from your state legislature, campus, or district; and keep them posted on PDK International news. Make sure that you include chapter officers' names and contact information to make it easy for members to find out how to get involved.

How many newsletter issues should the chapter send to members?

The chapter should plan to send a fall and spring issue of the newsletter each year. Both issues should include a calendar of events. In addition to the newsletters, you can alert members about chapter activities two months prior to the event date with

promotional flyers and follow up with a reminder postcard about one month to two weeks before the event. Sending email reminders is also effective. Member addresses and e-mails may be accessed by logging in to www.pdkintl.org and accessing "Live Member Data."

Should I send chapter publications to anyone other than our members?

Sharing good news about your chapter promotes the role of PDK in your community. If you feel confident about the work your chapter is doing, consider sending chapter publications to community leaders, local media, prospective members, and education leaders.

Does the Newsletter Publication Service offer color printing?

Two-color or four-color printing is available for newsletters and promotional flyers. Postcards are printed with black ink on white cardstock.

When I use the Newsletter Publication Service, how much time should I allow for printing and mailing?

You should always allow three weeks from the time your communication piece is submitted to the international office for it to be printed and mailed, so keep this in mind when you want to promote specific events.

How much does the Newsletter Publication Service cost?

The cost to print and mail a newsletter or postcard is determined by the number of copies printed. The rates may be found at www.pdkintl.org.

How does PDK keep chapter leaders connected to the latest information?

You will receive the monthly *Leadership Link* e-newsletter. Additionally, you can find more important resources at www.pdkintl.org under "Chapters" in the main menu.

If I have questions, to whom do I turn for assistance?

Leaders at all levels and staff at the international office are always willing to provide assistance. You may call 800-766-1156 or e-mail memberservices@pdkintl.org with any questions. If chapter officer contact information would be helpful to you, log in to www.pdkintl.org to access "Live Member Data."