

CHAPTER BROCHURE TEMPLATES

A well-designed and attractive brochure can be an effective marketing tool.

- Leave some at your local library.
- Put them in staff rooms at local schools.
- Hand them out at in-service next fall.
- Give one to the “education editor” at your local newspaper.
- Leave a few in your church lobby. (Teachers go to church, too.)
- Leave some at senior resource centers. Some of those seniors may have been teachers who’d like to be more in touch.
- Give some to local parochial or charter schools.
- Drop some off for your community college education department.
- Hand deliver some to your local college(s) or universities for faculty—and for education department students and staff. (Those student members could become new DKG members.)

LINKS FROM THE INTERNATIONAL WEBSITE

<https://www.dkg.org/DKGMember/Resources/Templates/DKGMember/Resources/Templates.aspx> Brochure template

https://www.dkg.org/DKGDocs/templates/PDF_Chapter-Brochure-Toni-Cook.pdf

Sample brochure from Int’l.

<https://www.powtoon.com/embed/ce7mJngrXxB/>

Is It Right to Copy That? (for webmasters and editors) 4 min. video

CHAPTER NEWSLETTERS

Required Structural Components

If you are having your newsletter commercially printed, work in page groups of four (4): 4 pages, 8 pages, 12 pages, etc.

Leave a good page margin on all four sides for easier reading.

Consider using columns, boxes, arrows, and graphics.

Leave a bit of “white” (blank) space here and there to rest your readers’ eyes.

For text, use 11 point font, preferably Times New Roman, Geneva, or Calibri.

Headline / Banner Components

1. Name of newsletter (title)
2. An Official Publication of The Delta Kappa Gamma Society International for Key women Educators
3. Oregon State Organization (OSO)
4. Society Mission—Copy it from the website.
5. Society Vision—Copy it from the website
6. Volume number, Issue number, Date (Vol. 48, No. 3, June 2020)

Footer (Or Header If You Prefer)

1. Name of Newsletter
2. An official publication of (Chapter Name) sent (monthly, bi-monthly, quarterly) of DKG Int’l.
3. Newsletter editor’s name (Edited by Mary Ellen Jones)
4. Page number

Back Page Only

Whether or not you are mailing printed copies, on the back page include a return address for your chapter.

Leave room for a name/address sticker

Add a square for a stamp as a good reminder.

CONTENT

Plagiarism

Avoid plagiarizing. Watch this short video as a reminder:

<https://www.powtoon.com/embed/ce7mJngrXxB/> *Is It Right to Copy That?* (for webmasters and editors) 4 min. video

1. If you want more, the Internet has 51,200,000 sites at your fingertips.
2. If your chapter keeps handouts, I did one on Plagiarism at a state meeting about five years ago that summarized recommendations from International Office and many other sources.
3. Remember: Photos, things on websites, published articles, music, graphics and MUCH more are all automatically copyrighted, so use a recommended website for free to use materials, such as Pixabay.
4. Doing photos of your members? Be sure each person pictured has filed a **Media Permission Form** with Bonita Fillmore, our Administrative Secretary. The form is readily available on the Oregon website at https://dkgoregon.weebly.com/uploads/8/4/3/3/84337872/media_permission_form.pdf
5. Photos of community members, fellow teachers, students? Same thing, same form. Permission is needed to use the image.

Articles

Your chapter should decide what type of content it wishes to publish. For example:

- Upcoming meetings, both local and state
- Speakers (and a short biography of their qualifications)
- Events (Scholarship or grant presentations. Are you inviting the winners to your chapter meeting?)
- Fundraisers (bingo nights, dinners, yard sales, teas, conservation work. . .)
- Public works that support your community—Little Free Libraries, Building Early Academic Readiness programs, donations to community groups such as our 2019 Les Schwab Diaper Drive, Food Bank work. Christmas baskets, adopting a Christmas family . . .

- Chapter work to support International Work and Projects: Support for Early-Career Educators, Schools for Africa, World Fellowships, International Emergency Fund, DKGSI Educational Foundation
- How about having your committees each report on their actions that month?
- A message from your chapter president should go in each newsletter.
- Photos of members at work, at meals, at meetings, and at play.
- Honor advanced or initial degrees.
- Honor family events of members: Marriages, births, retirements, graduations, adoptions, deaths, promotions, changes in assignment (from 5th grade to middle school, for example), recognition for a job well done in the community, advanced degrees achieved . . .)
- What did you do this summer?
- What did you do during the COVID-19 pandemic?
- Inductions of new members
- Guests / Prospective members
- Nominations Committee recommendations
- Membership Committee suggestions for new members
- Programs that support one or more of the Seven Principles of DKG: How about this one? *To inform the membership of current economic, social, political, and educational issues, so that they may participate effectively in a world society.* You could invite your school(s) superintendent(s) to discuss how the results of the pandemic and resulting economic decline are affecting your local districts.