

# Newsletter Editor

**Mission: To edit, produce and distribute OnTheSpot newsletter, the official publication of MN Pinto, in a timely manner. This is the primary means of communication of club news to its members.**

E-newsletter is done through a yearly subscription with Constant Contact. Subscription renewal should be sent to the President and Treasurer when received.

Monthly e-newsletter should be sent out on the first of each month. With the due date for club information and articles the 20<sup>th</sup> and for information and articles for the cover due the 15<sup>th</sup> of the prior month.

Create and edit newsletter:

- Gathering content from appropriate people

- Input Graphics

- Review all articles for pertinence to issue, spelling and grammar errors

Have 1-2 people proof the newsletter prior to distribution for spelling and grammar errors.

Attend Board of Directors meetings, in order to stay up-to-date on the happenings of the club.

Produce and maintain lists for **Cover articles** and **Volunteer Spotlight articles** for the newsletter. Send out reminders for club information, Covers, and Volunteer Spotlight articles. Email Volunteer Spotlight form to volunteer ahead of time.

Volunteer Spotlight format:

Name:

What volunteer jobs do you do?

What do you like best about your volunteer position?

Why do you volunteer?

How long have you been a Minnesota Pinto member?

What kind of a horse(s) do you show?

Bio/article

Picture (any brief comments you would like to go with pictures)

Collect fees for advertising submitted and forward to club treasurer. Solicit and collect advertising fee renewals from advertisers for those displaying business card ads.

Inform Membership Chair of any email address changes. Membership Chair will maintain membership mailing address changes and forward changes to the Newsletter Editor.

Keep track of newsletter costs.

Provide details, upon request, on how to submit advertising, on an individual basis or in the newsletter.

Email extra newsletters to members, upon request, when late in receiving, lost or prospective members are interested.

Collect and distribute to the Board of Directors other Pinto Charter newsletters.

Send updated newsletter electronically to Webmaster every month. Webmaster will update website.