MANAGE COMMUNICATIONS

Club Newsletters via ClubRunner®

Rotary

DISTRICT 5390

USPS

EMAIL

News Media

WEBSITE

social media

MEETINGS

NEWSLETTERS

phone

MEMBER ENGAGEMENT

WHY A NEWSLETTER?

- Frequency and reach
- Valuable information to share
- Know if members are “listening”
- Attract new members
- Engage existing members
- Make them smile!

THE CLUBRUNNER® OPTION

- Offers valuable communication tools
- Links to club website
- Online & easy to email
- Use template for weekly production

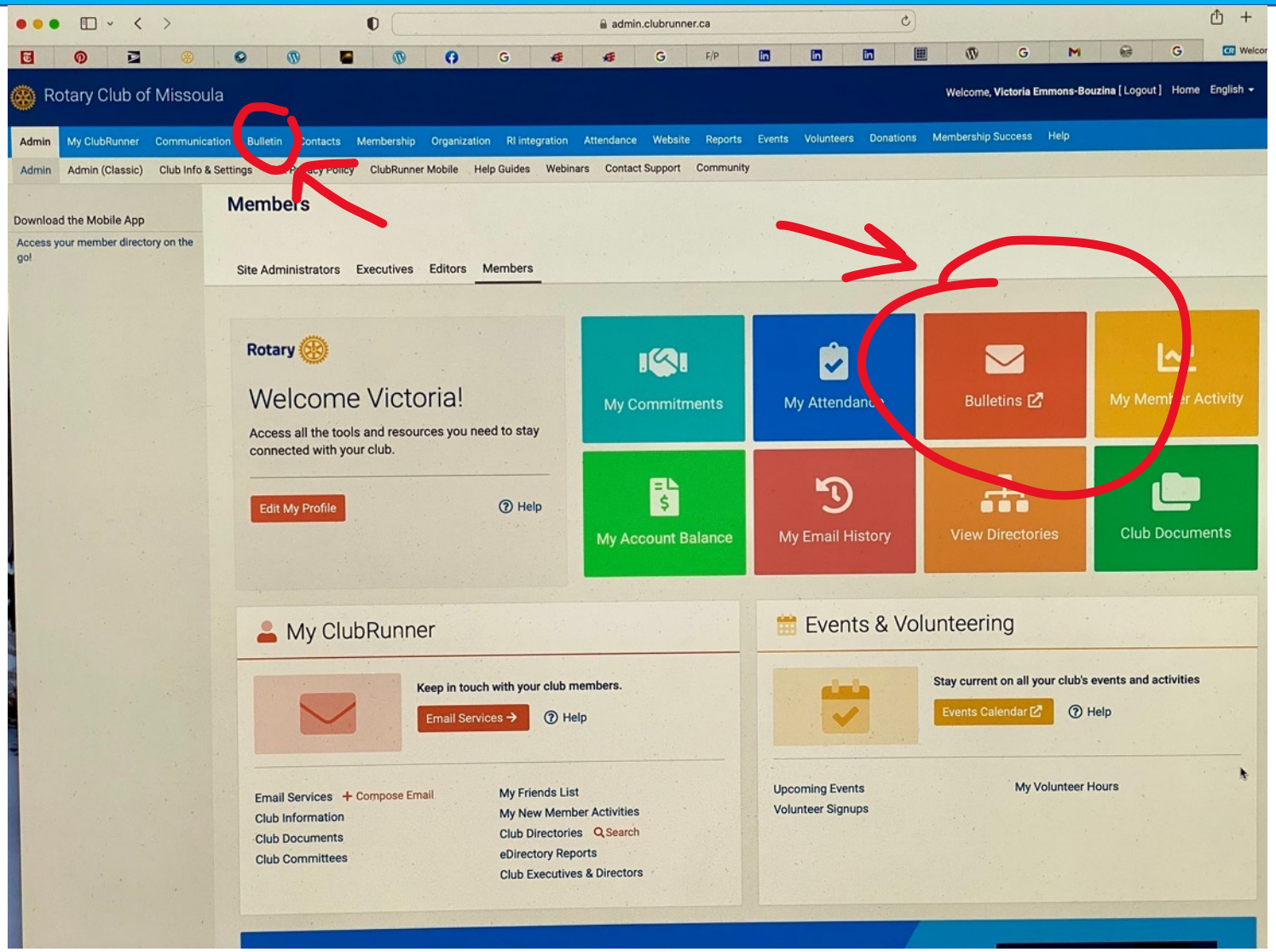
VALUE OF USING CLUBRUNNER®

- Less expensive than printing
- Less labor required – no postage!
- Created in and links to club's data
- Archives for historical preservation
- Can create email lists for regular or special editions

VALUE OF USING CLUBRUNNER®

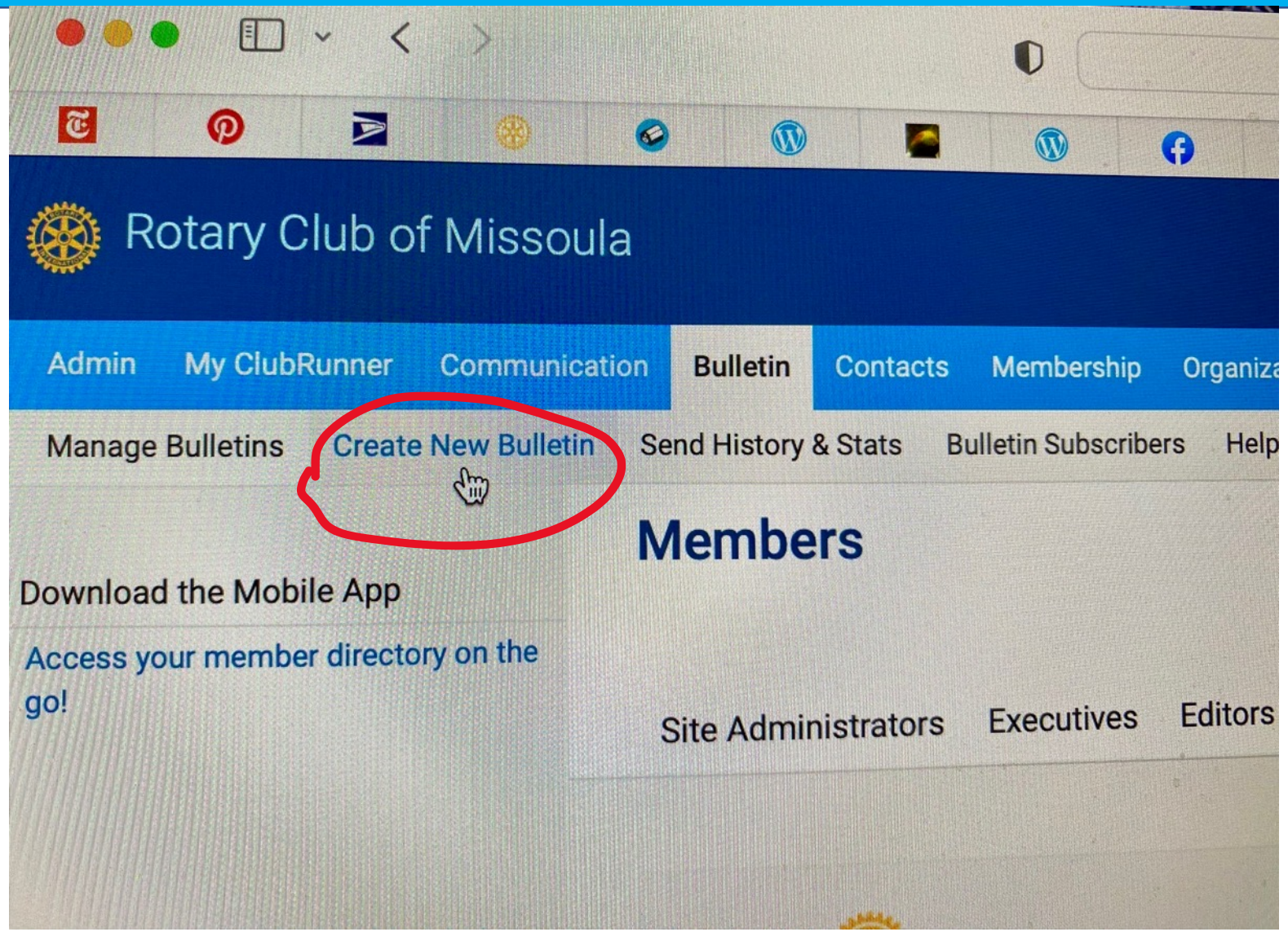
- Track member usage
- Alerts to bad emails for cleanup
- Create a template to use repeatedly
- Make important announcements
- Members look forward to the newsletter’s arrival as info source

HOW TO CREATE A NEWSLETTER



After login to ClubRunner®, click on Bulletin tab in the menu, or the large red box with Bulletins written on it. "Bulletins" refers to the newsletter module.

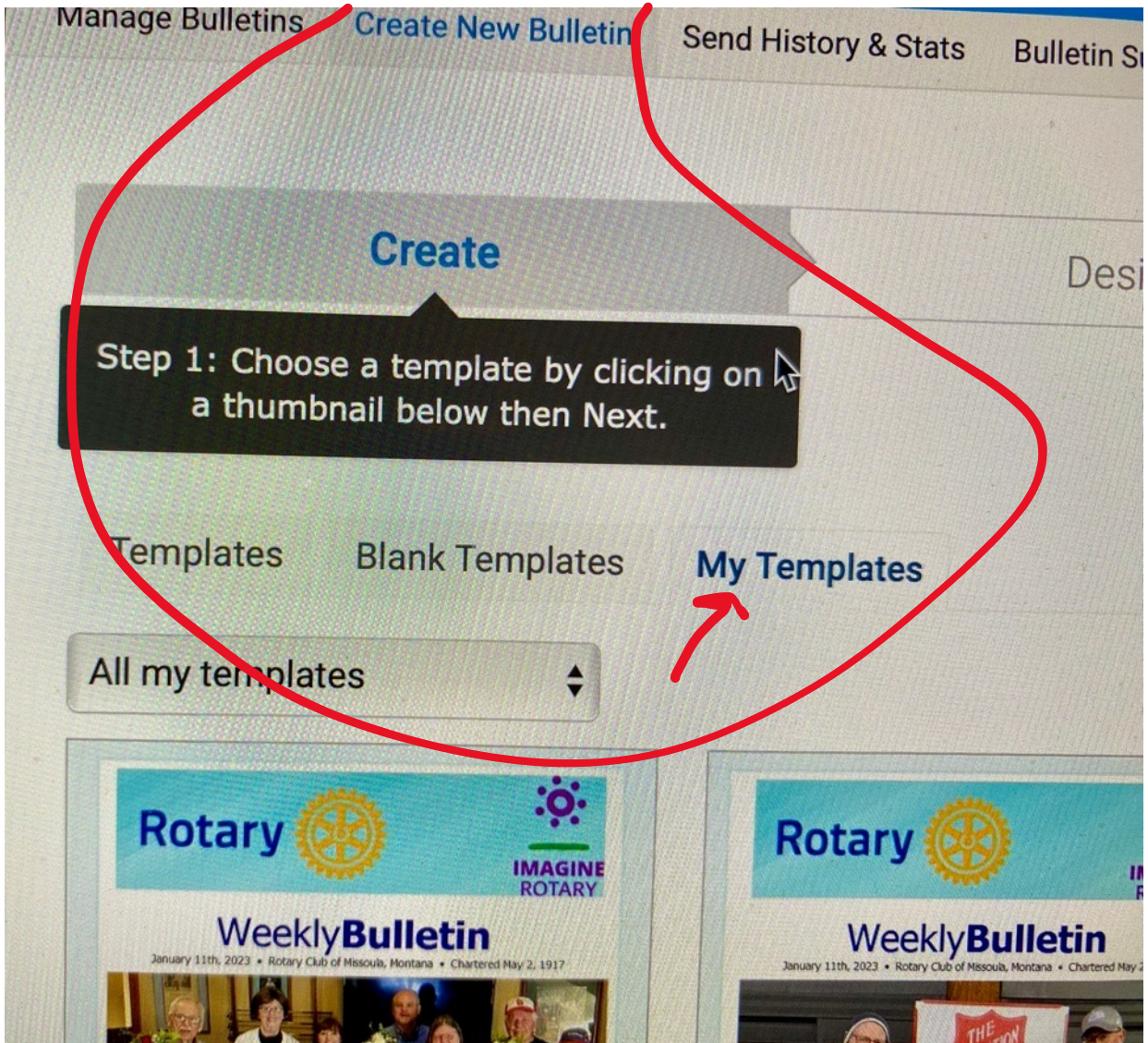
CREATE NEW BULLETIN



Once in the Bulletin tab, you have several choices:

- **Manage Bulletins**
- **Create New Bulletin**
- **Send History & Stats**
- **Bulletin Subscribers**
- **Help**

CHOOSE A TEMPLATE

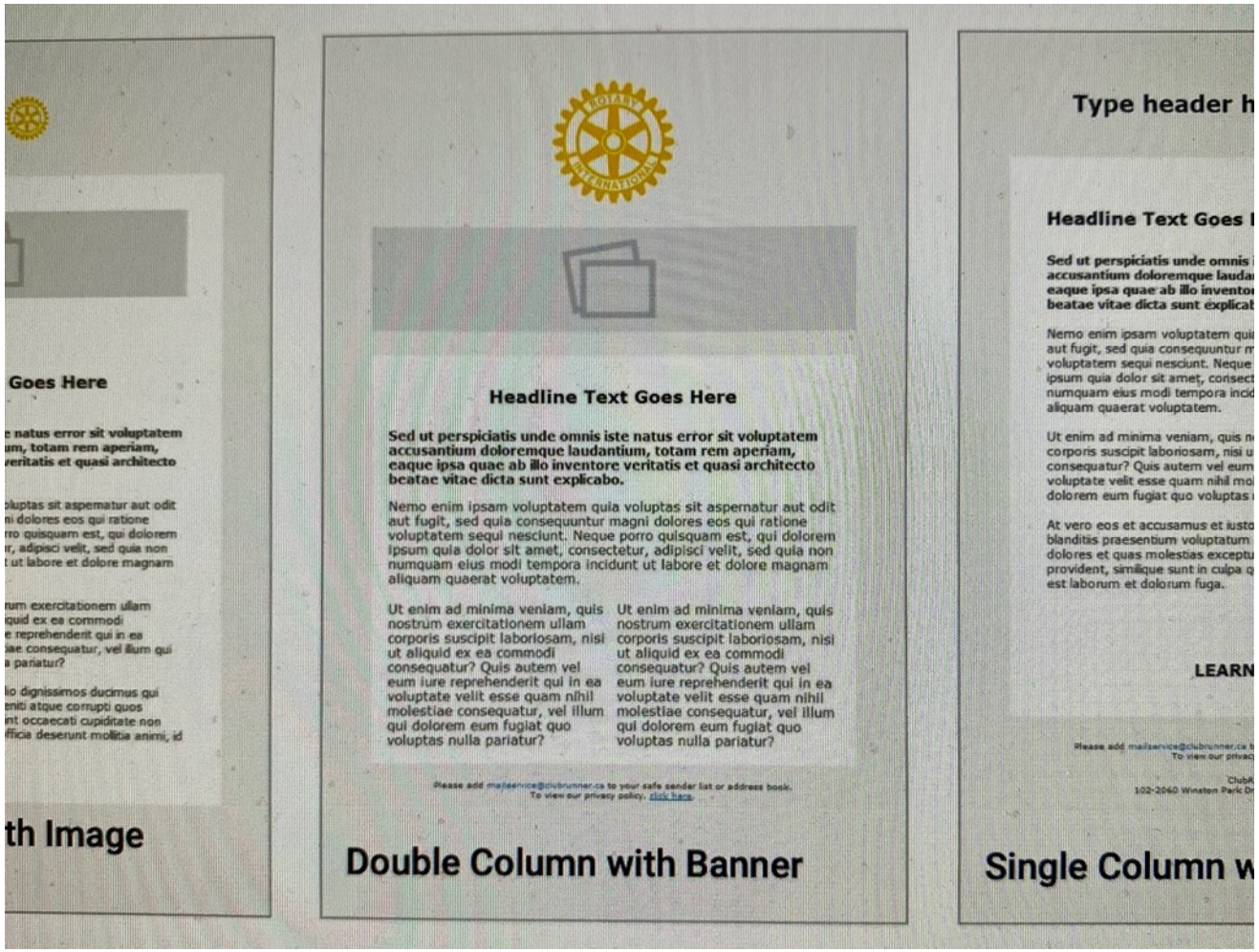


Create a new Bulletin by choosing a template from the various thumbnail samples provided, or from your own templates. "Create" means you are setting up the fundamentals of your newsletter, i.e., style, layout, properties, etc.

Note you have three choices:

- **Templates (those from ClubRunner®)**
- **Blank Templates**
- **My Templates (those you created)**

BLANK TEMPLATES

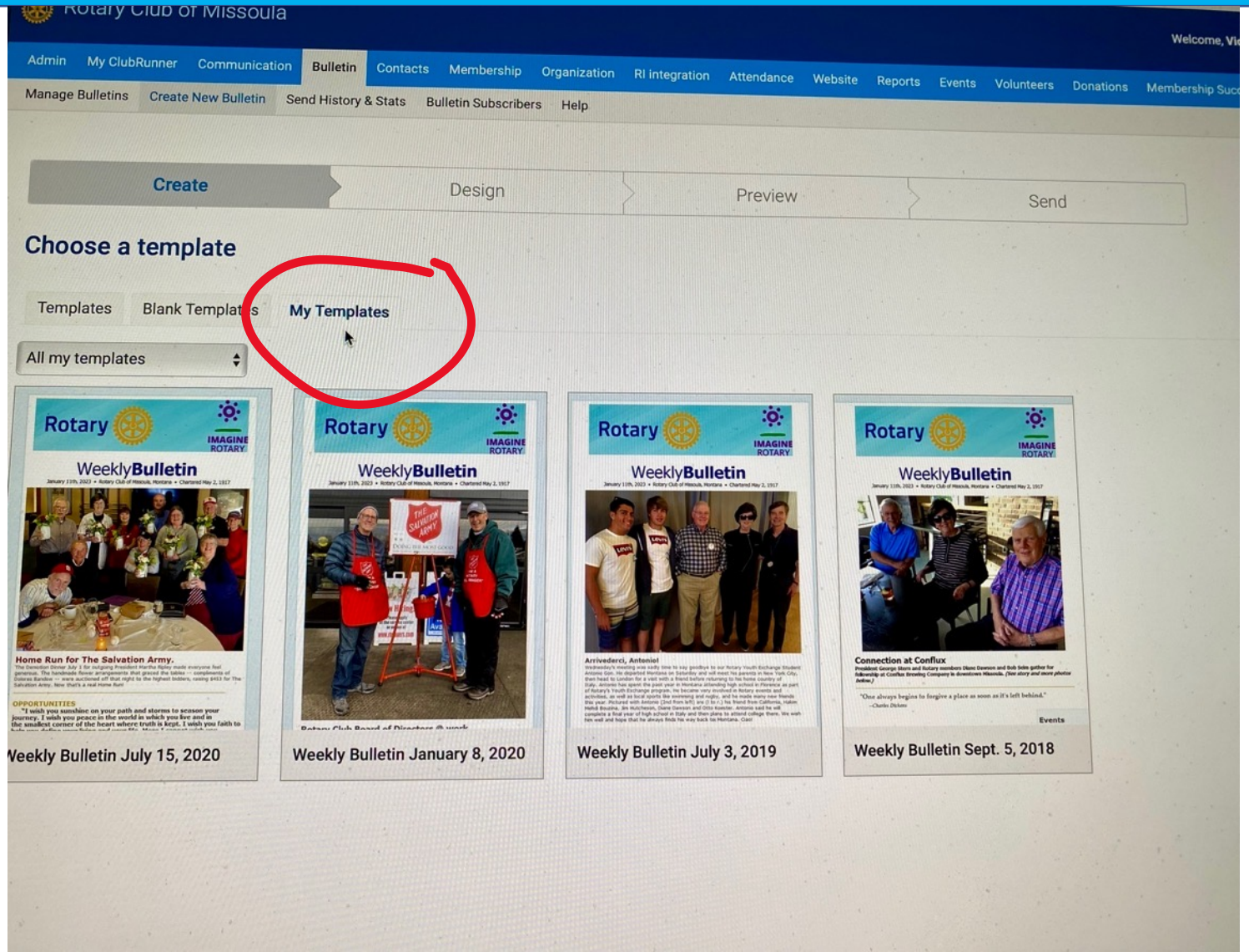


Create a New Bulletin by choosing a template from the various thumbnail samples provided, or from your own templates.

Note you have three choices:

- **Templates (those from ClubRunner®)**
- **Blank Templates (pictured at left)**
- **My Templates (those you created)**

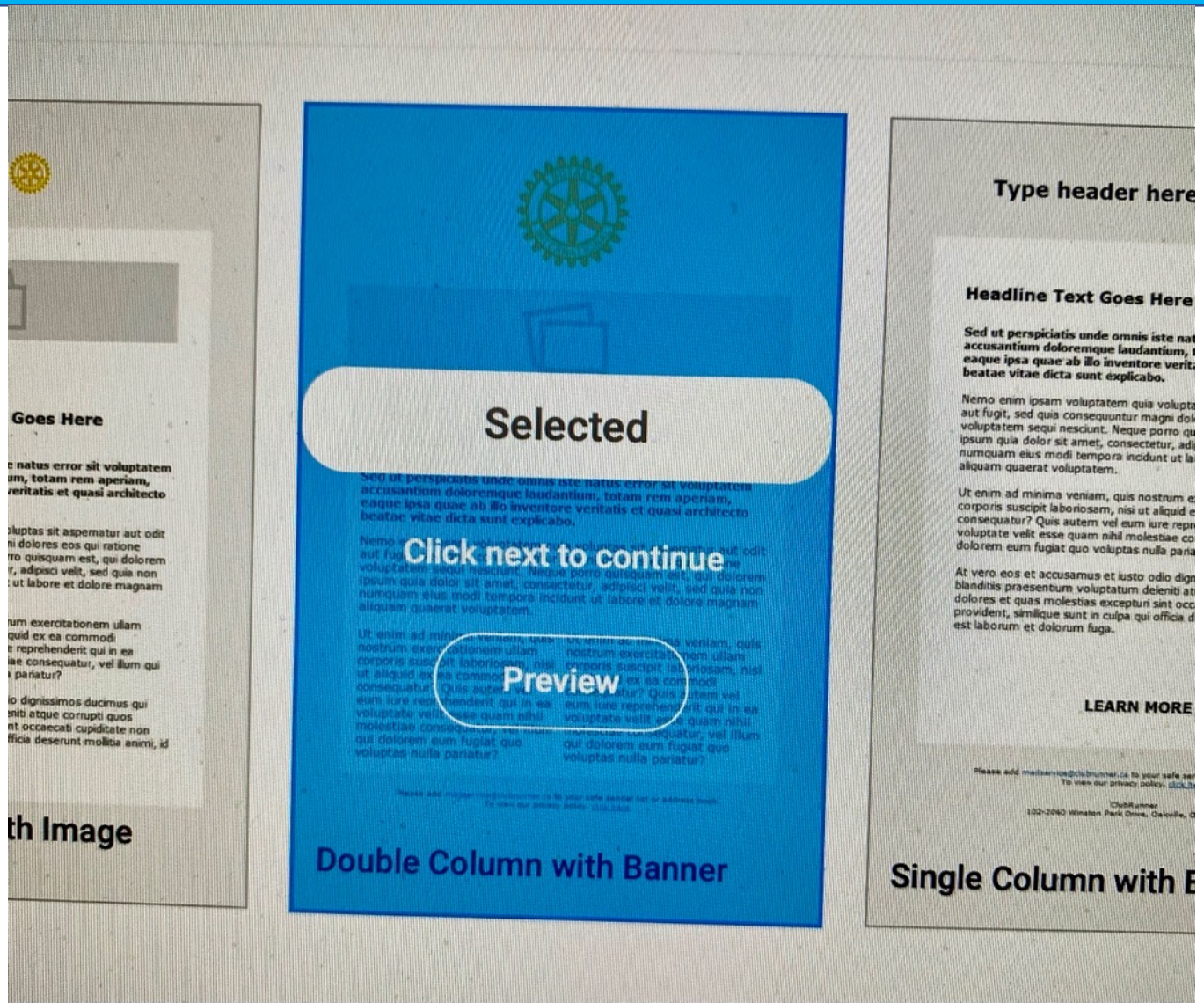
MY TEMPLATES



Select My Templates to choose from any template you have created and saved.

Choosing a pre-designed template makes assembly of your newsletter easier since many of the routine items included in a newsletter are already in place. All you need to do is update them, i.e, date, president's message, theme of the month.

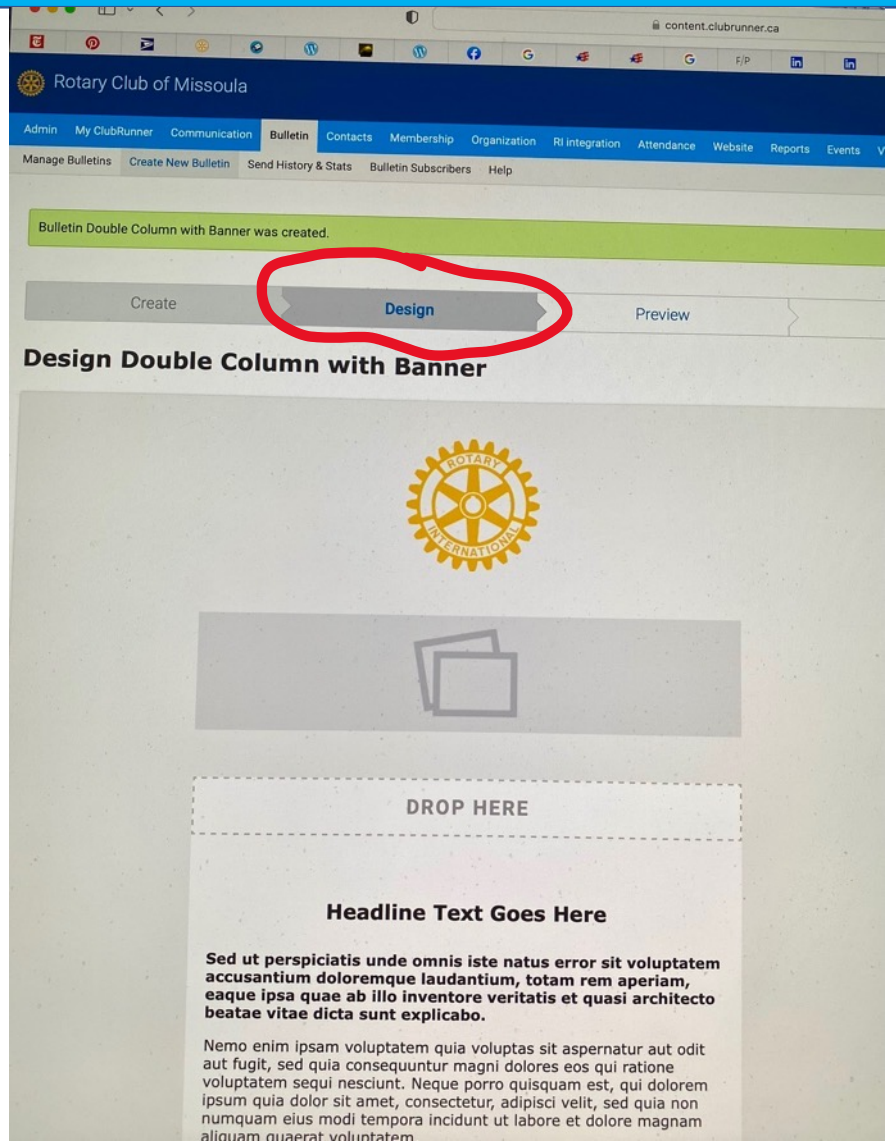
DESIGN NEWSLETTER

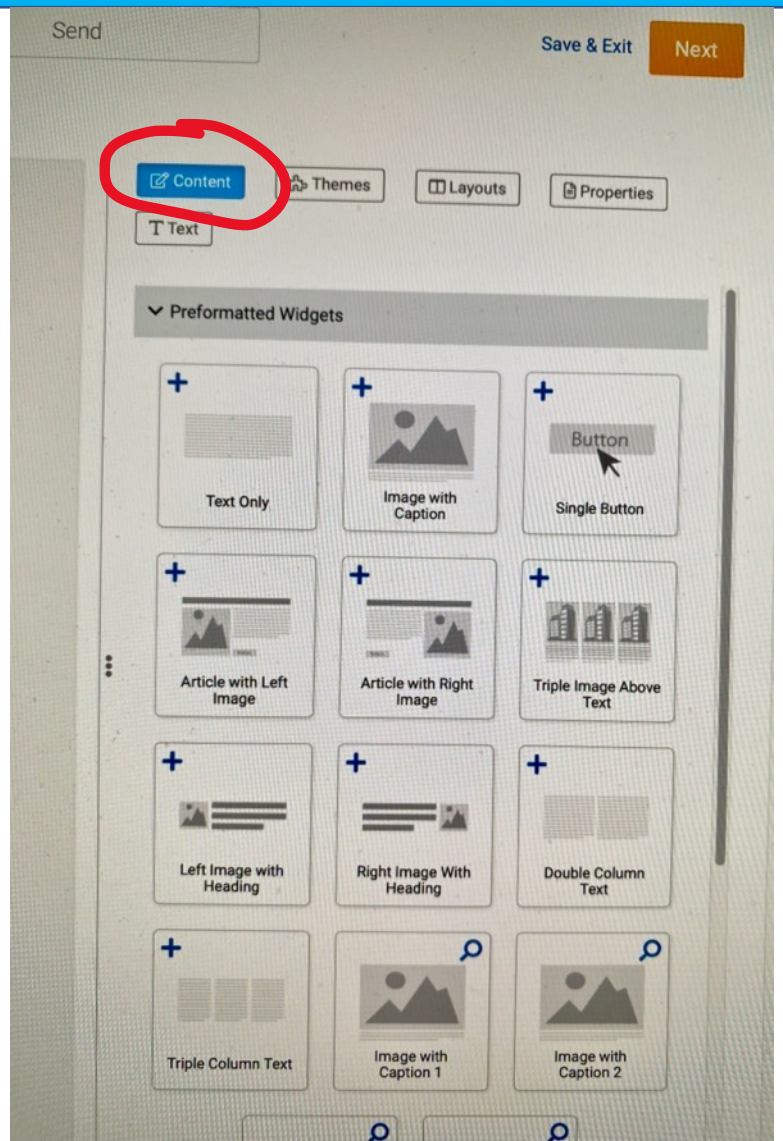


We can preview our layout design “Double Column with Banner” with the Preview button or click “next” to continue with the template.

Navigate using the “next” button instead of using your Internet backspace arrow, or the program will freeze up You’ll then need to reboot the program and login again. ☹

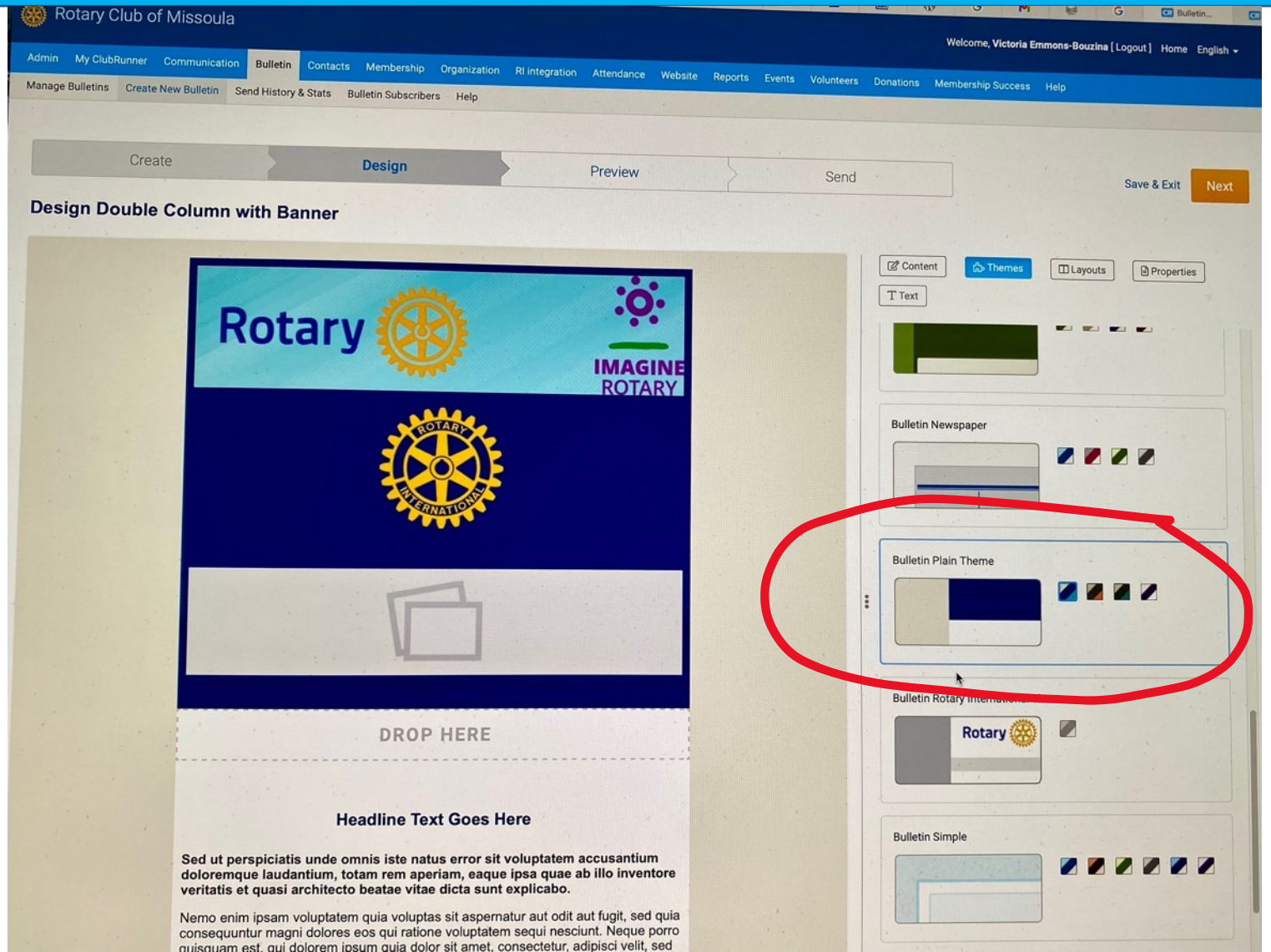
NEWSLETTER LAYOUT





Under “Content” you’ll find a variety of “widgets” to drag and drop into your newsletter template. These widgets offer various photo and text configurations depending on what you want to add to the publication.

NEWSLETTER THEMES

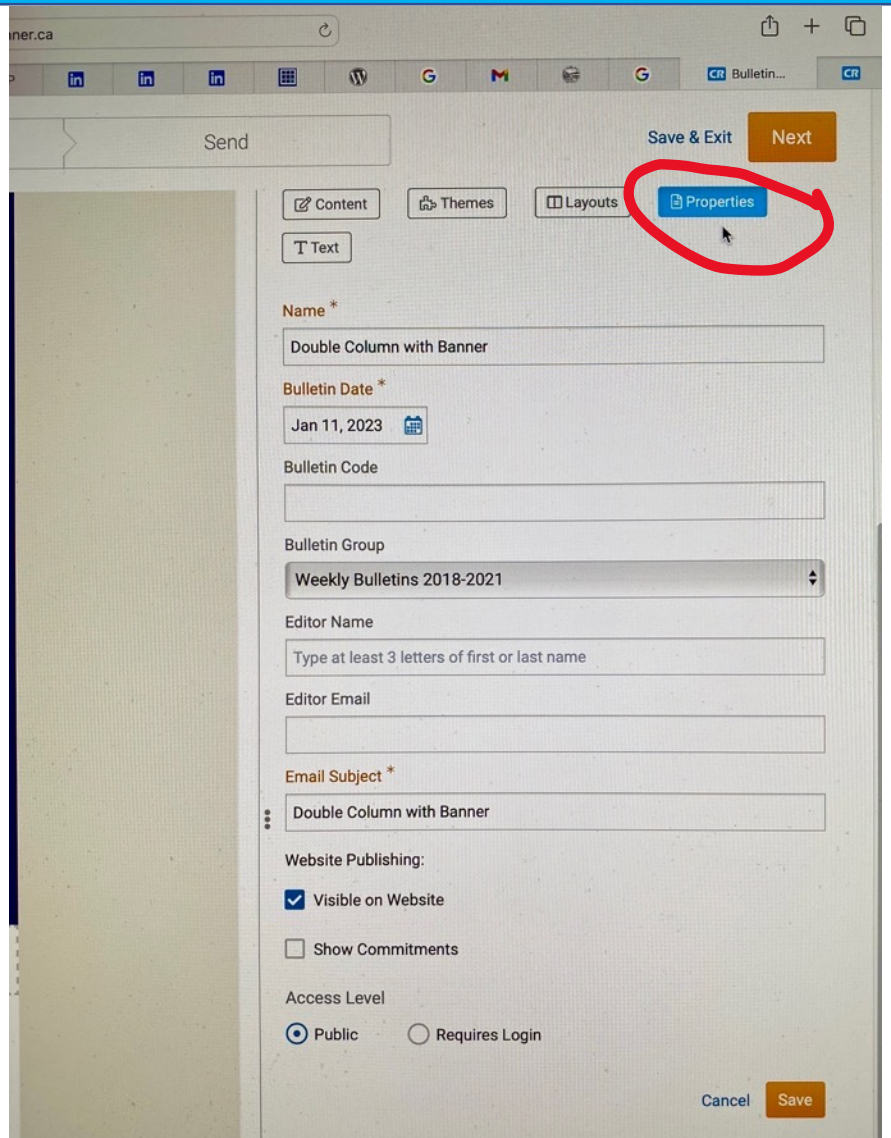


Select the theme of your newsletter from many theme choices.

“Bulletin Plain Theme” is used for this sample.

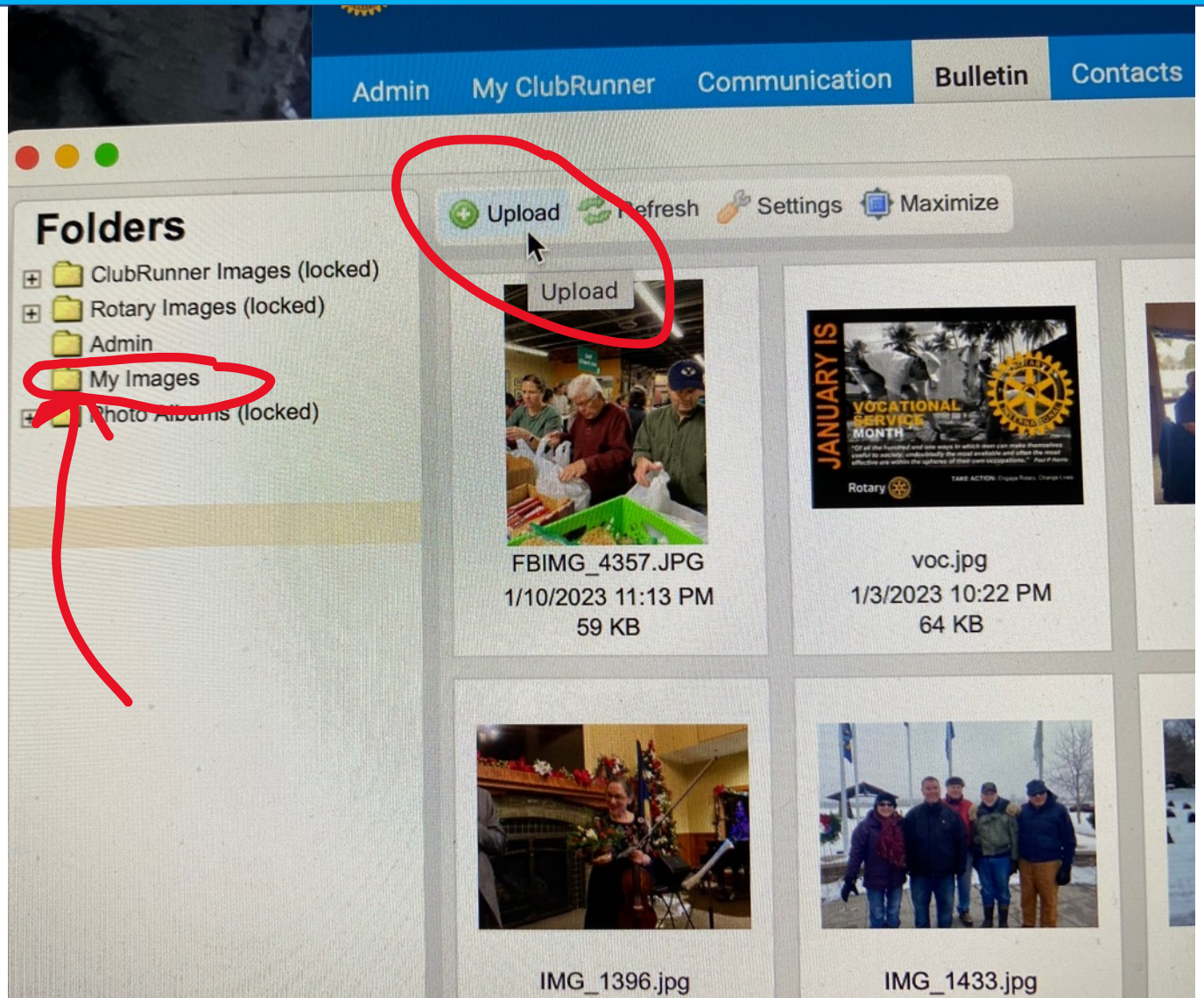
Theme determines the color scheme and overall look of the publication.

NEWSLETTER PROPERTIES



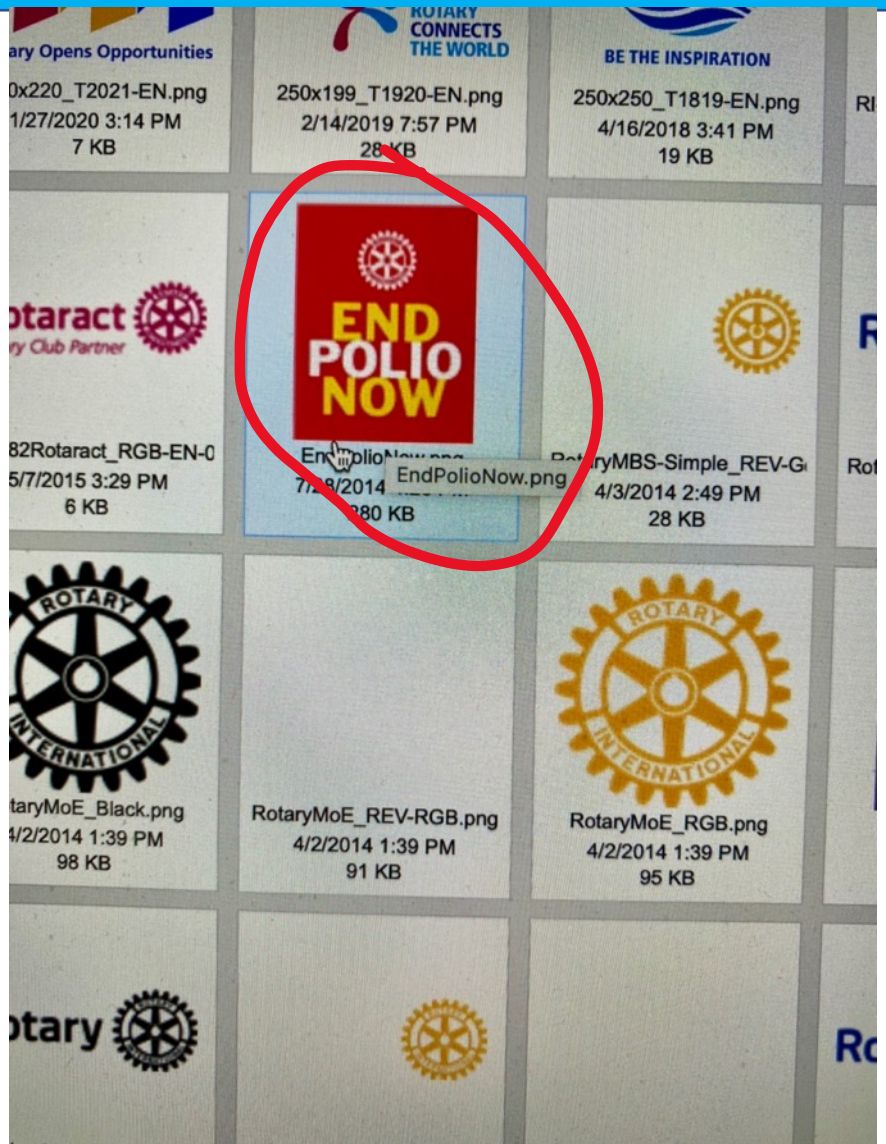
Properties define the newsletter, so don't overlook them. The Properties direct what your newsletter will do once you hit the "send" button. Properties is where you name the publication, indicate the email subject line, publication date, whether it will appear on your website, public access, and more.

NEWSLETTER PHOTOS



Photos enhance your newsletter. Use them in both newsletter and social media. In ClubRunner®, maintain a folder of "My Images" with photos you have downloaded. A folder of Rotary Images with logos is available. Though the Rotary Images folder reads "locked", you can open it and use the photos. Add photos by uploading to My Images folder.

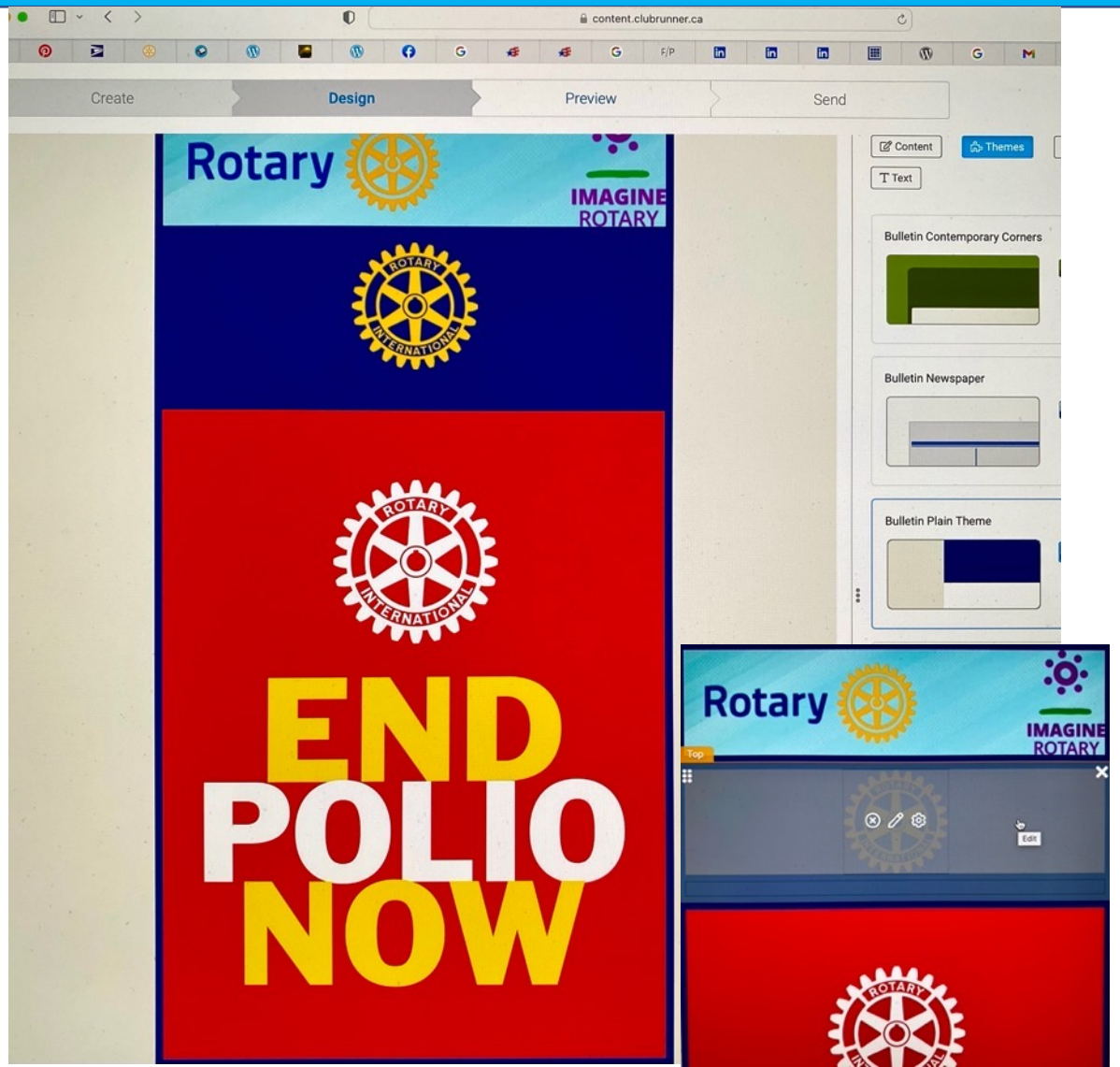
BUILDING YOUR NEWSLETTER



Our newsletter this week will feature the END POLIO NOW campaign, thus we will use the logo found in the Rotary Images file.

We'll then build the remainder of the newsletter with other stories, all related to Polio Plus.

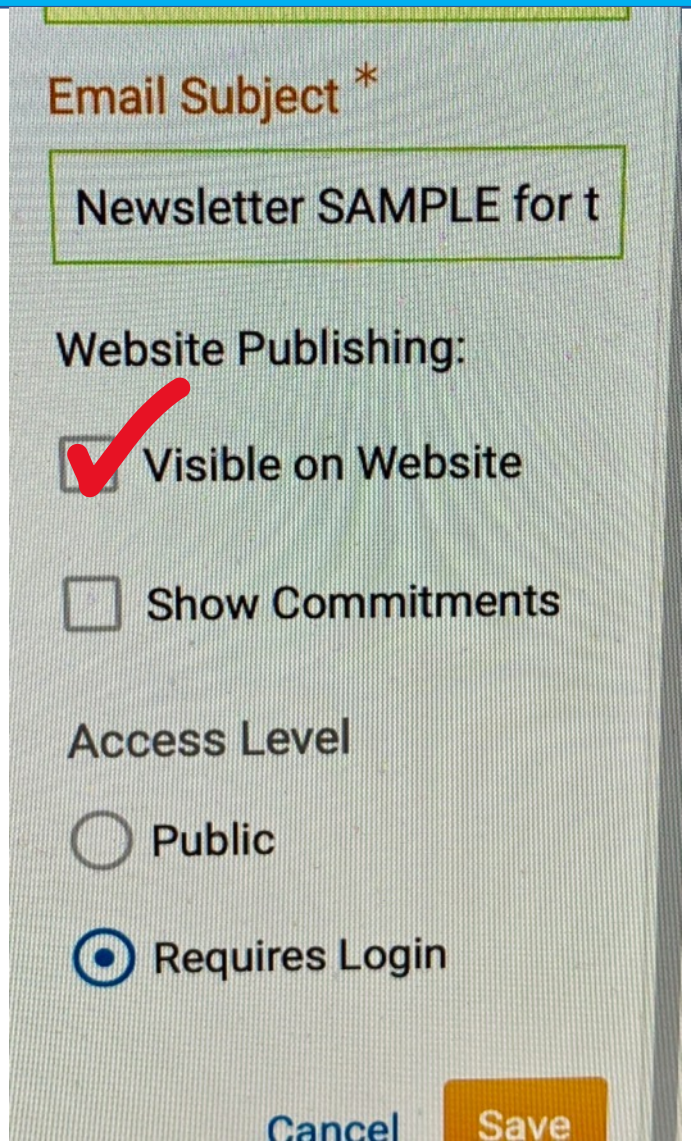
ADDING THE LOGO

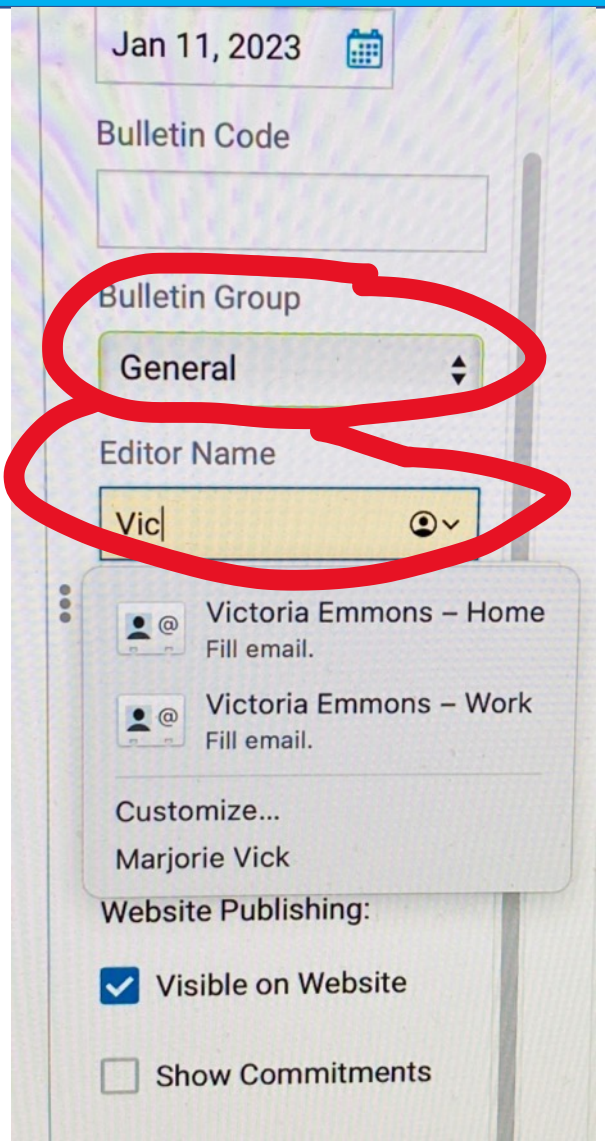


Double clicking on the END POLIO NOW logo brings it into our newsletter page. We selected our template, so the publication knows what you want.

But we seem to have three Rotary wheel logos in a row and that won't work! We must delete the middle one with the blue background. Click on the panel, then click on the X to delete it. Click on the pencil to write, and the tiny wheel takes you to properties.

LINKING TO YOUR WEBSITE





When setting up properties, check the box next to "Visible on Website" to appear on your club's website. ClubRunner® links the newsletter only if you check the box! If your website is not created through ClubRunner®, create a link to the newsletter and post on your site.

"File" the newsletter in a Bulletin Group, perhaps by year. Add editor's name.

MAKE THEM SMILE

QUESTIONS

Victoria Emmons Bouzina
Assistant Governor, Area 2

Rotary