

Issue 1

April 2005



# Operation Florian

## Kosovo Project

Fits 175-225 words



*Caption describing picture or graphic.*

### New Appointment

On 29th March 2005 I was appointed by the Operation Florian Committee as the administrator for the charity. It was felt that we needed to bring all the office work and project preparation to one central point. There is now a central telephone contact

number and e-mail for the Charity. Listed below.

There is much to be done and I hope in the set up period you will bear with me. Many of you may have contacted already by e-mail or letter requesting personal details for the database. This is purely

administrative work and enables me to keep in contact with all our members. If you have not heard from me you are able to contact me on any of the listed contact details. We welcome new members & anyone who has an interest in Operation Florian

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#### Special points of interest:

- Administrator—Sarah Thomas
- Tel;
- E-Mail—OpFlorian@aol.com
- Address—6 Worcester Close, Bracebridge Heath, Lincoln, LN4 2TY

## Kosovo Project cont'd

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Fits 150-200 words



*Caption describing picture or graphic.*

## Your Committee & Trustees

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Fits 100-150 words

*“To catch the reader's attention, place an interesting sentence or quote from the story here.”*

## Profile—Steve Owen Hughes (President)

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Fit 75-125 words



*Caption describing picture or graphic.*

## Future Projects

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This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the

World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter

to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



*Caption describing picture or graphic.*

## Inside Story Headline

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This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new proce-

dures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new em-

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

ployees or top customers or vendors.

## Inside Story Headline

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This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



*Caption describing picture or graphic.*

Sarah Thomas—Administrator  
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Bracebridge Heath  
Lincoln, LN4 2TY

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***Working "To Promote the Protection of Life  
amongst Communities in need, in any part of  
the World"***

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

**We're on the Web!**  
**example.microsoft.com**

## 2005 AGM

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your or-

ganization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place

to insert a clip art image or some other graphic.



*Caption describing picture or graphic.*