

Volunteer Job Description

Title: Newsletter Coordinator

Purpose:

We currently produce a CPAWS-Yukon newsletter twice per year. We produce both an electronic newsletter that can be emailed to our members as well as a hard-copy version for those people that do not have email.

Tasks:

Electronic Newsletter

1. Meet with staff to discuss content of newsletter and develop ideas for articles and feature article. Staff will write the articles, although you are more than welcome to contribute as well.
2. Obtain articles and images from staff (or links to webpages if the article is already on our webpage).
3. Send articles on to our volunteer editor and get her to write tag lines for each.
4. Send final versions of articles and images to our webmistress for inclusion on our website.
5. Using DreamWeaver and our template newsletter, insert titles and tag lines and link those to the articles that have been placed on our website. The template is there for guidance but there is definitely room for changes and this is where your creativity can play a big role.
6. Run final version of newsletter by the Executive Director and possibly other staff for approval.
7. Request Office Administrator to email out the newsletter to Members and those on the list for Complimentary Newsletter.

Hard-copy Newsletter

1. Using Adobe Acrobat and MS Word, convert cover page and individual articles and images to 1 or 2 page pdfs so that they look similar to the electronic version.
2. Combine the individual pdfs in the right order so that they can be printed on an 11x17 page to be folded into a booklet, in black & white.
3. Print a final version of the hard-copy newsletter and run it by the supervising staff member.
4. Consult with the Office Administrator to determine how many copies need to be made for mailout.
5. Take the final version over to a copy centre to be photocopied, double-sided onto 11x17 paper and stapled in the centre.
6. Pick up newsletter from copy centre when ready and take to CPAWS office, if possible.

Hard-Copy Newsletter Mailout

1. Request address labels and return address labels from Office Administrator.
2. Determine best method of mailing (envelope size, cost per item for within Canada, to US and International).

3. Obtain envelopes & stamps from the Office Administrator
4. Find out if any further material needs to be included in the newsletter.
5. Stuff envelopes with newsletter and put on labels and stamps.
6. Take finished envelopes to the post office, if possible

Qualifications

This is an ideal task for somebody with interests in graphic design, communications, etc. You do not have to be familiar with DreamWeaver to take on this task as CPAWS staff will provide training.

Also, you do not have to take on all three components of this job (electronic newsletter, hard-copy newsletter, and hard-copy mailout) if you do not wish. Any assistance you are able to provide for any aspect of this process will be greatly appreciated. Just let us know what your interests are.

Timeframe

We try to get the newsletters out in early summer (May or June by the latest) and mid winter (late November to late January). Depending on how much time you can volunteer in a row and how familiar you are with the software, you should probably start working on it 6 to 8 weeks prior to the deadline for completion.

Locations

Unless you have access to DreamWeaver at another location, you will need to work out of the CPAWS office, on the Images workstation desktop.

Supervision

You will be working with one of our staff at the CPAWS-Yukon office and our webmistress, Vicki Ziegler, via email.

What do you get out of it?

A chance to learn how to use DreamWeaver, a chance to show off your creativity, and a chance to help us reach out to our membership by producing an excellent, informative newsletter.