CROHN'S & COLITIS UK

PUTTING TOGETHER A NEWSLETTER

Clyde Network

For the Clyde Network newsletter, Janice writes and collates most of the content and Jana works her magic with the design and editing. They tell us below how they go about it.



How do you decide on the newsletter content?

We base our content on what has happened locally since our previous newsletter. We aim to include similar topics each time such as a write up from our educational meetings, fundraising efforts, local supporter stories, updates from Scottish Parliament committees and dates for your diary adverts for future events. We report in detail on our various speakers from our educational events to ensure that those who cannot attend do not miss out on information from the day.

How do you encourage the team and local supporters to contribute?

We have previously included articles asking members & supporters to share their fundraising feats and

awareness-raising activity with us to include in the newsletter. Examples include walking the West Highland Way or the Great Wall of China or running marathons in aid of Crohn's & Colitis UK.

We always welcome local success stories! When local supporters raise money and we go along to collect cheques, we always ask for a photo and a short write up on the event so we can thank them for their support. We like to do small interviews with fundraisers or supporters who wish share their story. Many readers identify with a personal story and this provides a different angle from the medical side of things.

Tip for putting together a newsletter:



- Make it a joint effort: everyone can bring different skills to the task
- Photographs of each event are vital to break up large amounts of text on each page and making it more visual
- If people are not confident about writing an article, we ask for a few notes which we then work into a short paragraph
- We really enjoy putting a comprehensive newsletter together but producing a one or twosided newsletter is equally great to disseminate local information and events
- We send copies to our Medical Advisers and IBD nurses at local hospitals. Some local newspapers also accept copies and advertise our meetings

Aberdeen & Shire Network

Megan started volunteering with the Aberdeen & Shire Network in January this year and has enjoyed putting her creative and design skills to use on the team's newsletter.

In our quarterly newsletter, we detail the latest news from the Network and from Crohn's & Colitis UK. We include a few key elements to help maximise awareness of local events and activities going on. These include:

- Network updates and achievements review what has happened since our last newsletter, fundraisers, upcoming events
- 'Dates for your Diary' tear out and keep section at the end with all up-coming social gatherings, medical talks, fundraisers and other awareness raising events - to make it as easy as possible for people to join in
- News & media updates links to new publications, research, 'hot topics' etc. like 'Not Every Disability is Visible'
- How your workplace can get involved 'Purple Friday' or something as simple as lighting up a building in purple during Awareness Week

DATES FOR YOUR DIARY	
	CONTACT US CROHN'S&
CLYDE NETWORK EDUCATIONAL MEETING	COLITISUK
21 September, 1:30pm	CLYDE NETWORK
Adelaide's, Bath Street, Glasgow	Lead Volunteer: Edmund Murray
Nancy Greig from Crohn's & Colitis UK and the Alliance will give a talk about the charity's Self-Management Project.	Website: www.crohnsandcolitis.org.uk/clyde
	Email: clyde@networks.cohesandcolitis.org.uk
	CCUK.ctyde 🕥 @CrohnsColitisCL
STOMA INFORMATION DAY	
Thursday 21 November 1:00-3:30pm Leapark Hotel, Grangemouth	Crohn's & Colitis UK 1 Bishoes Souare, Hatfield Business Park, AL10 9NE
Clyde Network will host a stall at the Forth Valley Hospital Stoma Information Day, where there will be nurses on band	enquiries@crohnsandcolitis.org.uk
	www.crohnsandcolitis.org.uk
to answer questions about living with a	Charity registered in England Number 1117148
stoma, preparing for life with a stoma, exercise, diet and other related factors.	Charity registered in Scotland Humber SC038632
	A company limited by guarantee in England: company number 5971120
POUCH INFORMATION DAY	HELPLINE
23 November Jury's Inn, Jamaica Street, Glasgow	HELPLINE
	Our helptine is a confidential service providing information and support to anyone affected by Crishn's Disease.
Pouch Information Day; a joint meeting with West and Central Scotland Ileostomy Association.	and support to anyone affected by Crohn's Disease, Ulcorative Colitis and other forms of Inflammatory Bowel
	Disease (IBD).
CLYDE NETWORK EDUCATIONAL	Our team can:
MEETING AND CHRISTMAS	 help you understand more about ISD, diagnosis and treatment options
LUNCH	· provide information to help you to live well with your
7 December 1:30pm Adelaide's, Bath Street, Glaseow	condition + help you understand and access disability benefits
Sarah Sleet, the new CEO of Crohn's &	 be there to listen if you need someone to talk to
Colitis UK, will give an update on the working of the charity. Sharon Tait will talk on Neuro-	 put you in touch with a trained support volunteer who has a personal experience of IBD
	CONTACT US BY:
inguistic Programming and Hypnosis.	Telephone: 0300 222 5700*
As always, we are on the lookoot for rafte prizes and ask members who attend to bring a contribution if possible. If you have received this newsfares by your and which is happy to receive future without by email based privile your rane, membrane your and and the privile your and membrane the memory shall be future without the with sum the memory water by your and there memory water by the	Monday, Tuesday, Wednesday and Friday - 9 am to 5 pm
	Thursday - 9 cm to 1 pm
	Email: info@crohnsandcolitis.org.uk Web Chat (L/we Online): see our website for details
	*colls to this number are charged at a standard landline rate or may be free if you have an inclusive minutes package. Calls may be seconded for monitoring and evaluation purposes.
	NEWSLETTER
	Editor: Janice Taylor (taylorjanice723@gmail.com) Detien: Jane Moravcova
	Print: HH Sign and Print
The Choice Matterials have reside asserts representing effort to a	mure the content of this novaletter is accurate, but accepts no responsibility
for any errors or prevalen. The views of the contributors reference in this neveletter to any preduct or service is	de not necessarily reflect the views or policies of Crishs's & Calibis UK and no standed as a recommendation.

How do you decide on the newsletter content?

We review what has happened since our last newsletter and include updates on events or activities the Network have taken part in. We keep tabs on the charity website and provide links and information to any articles or national initiatives (e.g. World IBD Day) that local people might find interesting.

How do you encourage the team and local supporters to contribute?

As a team, we are all pretty involved in the content for the newsletter and come up with stories or ideas that could be included. These are discussed at monthly network meetings in the lead up to its release, so we can gauge the relevance for the local community. In the last couple of weeks before it's due to be released I review, edit and format the content of the newsletter to try to make it more visually appealing.

What advice/tips would you give to other teams when putting the newsletter together?

- Keep it relevant within the local community. I think that a good newsletter needs good content. If it isn't valuable to the reader, no amount of design skills can help!
- However, a successful newsletter design generates interest and maintains readability through consistency and contrast.
- Use 'punchy' article headers, and contrast visually stimulating colours to gauge member's interest and entice people to read on. Whilst following brand guidelines too!
- Avoid being too 'wordy' keeping it short and sweet will keep the articles to the point and stop the reader losing interest.
- Lastly, I would say less is more when it comes to images keep it to 2-3 per page maximum, so as not to bombard the reader with too many images and not enough written information relating to the image.