



Growing a JGS: CREATING A NEWSLETTER

Deborah Long, [Triangle Jewish Genealogical Society](#) (2015) Revised 2022

Remember the old days when a newsletter was typed on a ditto master? Or on a mimeo machine? Today a newsletter can be a simple word-processed document taken to Office Max or Staples, copied, and put in an envelope with a stamp.

Or even better, a newsletter can be designed on a [Word template](#) or a [Pages template](#) for Mac users and then attached as part of an email to all of your members. You can convert the Word document to a [PDF format](#) to make the document even easier to share.

My preference is to combine newsletter design with the distribution of that newsletter to my members. Many organizations use [iContact](#) because it offers a substantial discount for small nonprofits. Other newsletter creation/distribution companies, such as [Constant Contact](#), offer this arrangement as well. If your membership count is fewer than 100, you may be able to work with other email/newsletter companies as well, such as [SendGrid](#).

A few tips on newsletters:

- They must go out with regularity.
- Online communications need to be short. Grab attention with photos, short text, good stories, good research tips.
- Proofread. Better yet, have someone else proofread the newsletter.
- Some JGSes use Facebook instead of sending out a newsletter. If your members use Facebook, this is a great alternative.

Read more tips about newsletter design [here](#).

Getting content for your newsletter can be easy. Have your newsletter editor subscribe to free genealogy newsletters available online and borrow (with attribution and quotations, where appropriate of course.) [Lisa Louise Cooke has a good newsletter \(http://lisalouisecooke.com/\)](http://lisalouisecooke.com/) as does [Amy Johnson Crow \(https://www.amyjohnsoncrow.com/\)](https://www.amyjohnsoncrow.com/).

For Jewish genealogy, subscribe to [JewishGen Discussion Group](#) and [JewishGen Special Interest Groups](#) (SIGs). You'll be inundated with great news and tips.

Many JGSs are willing to put you on their mailing list for free so you can read their newsletters. Here are some email addresses to JGS newsletter editors.

JGS of Washington
mishpologia@uzidog.com

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