

LWAF Communication Policy

- The Foundation Newsletter -

Effective Date:	February 11, 2009
Approved by LWAF Board on:	February 11, 2009
Applicability:	LWAF Newsletter
Implementation Manager:	Budget and Finance Committee Chairperson

Statement of Policy:

The Lake Wilderness Arboretum Foundation shall create and distribute a newsletter. The Foundation newsletter shall be one of the major components of Foundation outreach program. It will be made available at special events and every member of the Foundation shall be entitled to receipt of the newsletter.

Reason for the Policy:

One of the Arboretum Foundation's major functions is *outreach*. Although that specific word is not found in our bylaws or vision, it can be implied from our bylaws that say, "The Foundation will *promote* horticultural science and conservation, as well as provide opportunities for education and passive recreational experiences." Additionally our vision statement says that part of our strategy will be to establish partnerships "with the regional community" and to "gain regional recognition for the Arboretum". The Arboretum newsletter has long been one avenue to reach out, not only to Foundation members, but to the community at large. It promotes the Arboretum and Arboretum Foundation activities, it provides educational information to readers, and it describes newsworthy events to individuals and organizations that otherwise be unaware of those events. All of these functions help maintain, if not increase, our membership and support. Because of the importance of the Foundation newsletter, this policy has been written to establish a formal framework within which the creation of a Foundation newsletter can be assured and controlled.

Who Should Read This Policy:

- Arboretum Board members.
- Membership and Public Relations committee members.
- Newsletter editor.

LWAF Communication Policy

- The Foundation Newsletter -

Responsibilities:

Arboretum Board

- Approve this policy.
- Approve the yearly budget for creation and distribution of the newsletter.
- Approve the publication dates of the newsletter.

Membership and Public Relation (MPR) Committee Chairperson

- Assign an editor of the newsletter.
- In cooperation with the editor, create procedures to implement this policy.
- Provide management oversight of newsletter preparation and distribution.
- Serve as the primary interface to the Board regarding newsletter issues.
- Prepare and submit a yearly budget for the creation and distribution of the newsletter.
- Approve and monitor newsletter expenses against authorized budget.

Newsletter Editor

- In cooperation with the MPR chairperson, create procedures to implement this policy.
- Establish interim schedules based on the release date of newsletter issues.
- Design the layout of the newsletter.
- Recruit article authors.
- Assemble and integrate articles into the newsletter.
- Print the newsletter.
- Distribute the newsletter.

Membership chairperson

- Provide mailing labels for those individuals and organizations who request U.S. mail delivery of the newsletter.
- Send email notices to individuals and organizations who want notification when the newsletter is available online.

LWAF Communication Policy

- The Foundation Newsletter -

Publishing Frequency

- The newsletter will be published a minimum of 4 times a year.
- The publication schedule will be established by the MPR chairperson and approved by the Board.
- Recommended publication dates are March 31, June 30, September 30, and December 31.
- Interim issues of the newsletter may be released as deemed appropriate by the MPR chairperson.

Content

The newsletter should contain timely articles of interest to our membership and to other individuals concerned about plants in general and the welfare of the Arboretum in particular. Articles should include such things as:

- Newsworthy events that have occurred or will occur at the Arboretum.
- Educational material consistent with our charter.
- Highlights of various plants that might be particularly showy close to the time of the newsletter release.

The length of the newsletter will be variable depending on such factors as available articles, frequency of publication, and availability of volunteer time.

Article authors

Authors will be recruited by the editor. Standing committee chairpersons and Arboretum-affiliated volunteer group leaders should contribute articles on a regular basis.

Distribution

- Any Foundation member requesting a printed copy shall receive one.
- The newsletter shall be distributed electronically as much as possible to help reduce distribution costs while still meeting reader requirements.
- Working with the MPR chairperson and Membership chairperson, the newsletter editor will determine the number of copies to print and distribute to recipients.
- As directed by the MPR chairperson, the editor will make newsletters available at public venues.