



Big Brothers Big Sisters

Big News

New Staff

My name is Mick Welding and it is my pleasure to help lead an awesome organization as Big Brothers Big Sisters in Clinton. First of all, I want to thank Apryl Reeser, Cherrie Claeys and Kevin Goodard for developing a great group of Bigs and Littles. I have had the opportunity to meet some of you at the Mardi Gras parade and the outing at Rockwood Park. We have a lot of neat opportunities coming up in the next few months that I hope everyone will take part. Please feel free to read the rest of the newsletter to get additional information about those special events. I would be remiss if I did not thank my wife Kelli, a Family Development Specialist with Community Action of Eastern Iowa, who helped parent (mentor) our four daughters: Breah, a nursing student at Allen College in Waterloo, Justine, a manager at Hardees, and Hannah and Hayley, juniors at Judson University. I want to assure everyone that we have a very active board of directors who are creative and innovative in their leadership skills that will assure our BBBS in Clinton will prosper.

New Program Specialist

It is my pleasure to introduce Peggy Sellnau, our Program Specialist. Peggy and her husband Dave reside in Charlotte with their four boys Nick, Alex, Daniel and Lucas. It is interesting that Peggy and I both have twins. Peggy is very excited to work with our existing matches and to help develop more Bigs for Littles and Littles for Bigs. Peggy assists with planning and marketing our monthly events and programs for our Bigs and Littles to participate. Peggy has also trained Northeast High School seniors and juniors to help mentor kids in 2nd and 3rd grade at their elementary school. We want to thank Ms. Dickherber and Ms. Schumacher for assisting with recruitment and planning for activities for the students.

November, 2010

Highlights:

- **Breakfast with Santa**
- **Ashford University Basketball Game**
- **Mardi Gras Open Mini-Golf Tournament**
- **Bowl For Kids Sake**

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Breakfast with Santa

Big Brothers Big Sisters of Clinton would like to thank Ashford University for coordinating the second annual Breakfast with Santa. The event will once again feature a wonderful breakfast for only \$3 per person. Kids will have a chance to get their picture taken with Santa and then can make a picture frame for that photo. There will be several free items for the kids as well. Kids will also have a chance to participate in the 100

yard Reindeer Run at 8:15 or the ½ mile Santa Fun Run at 8:30. The Ashford University track team will be there to stretch with kids at 8:00. The first 50 kids to register that day will receive a free T shirt. We also want to thank our primary sponsor, Mercy Medical Center and our other sponsors, Ashford University, Homers Deli/Sweetheart Bakery, Boonstra Heating and Air Conditioning and Citizens Bank for their help to make this event a success!

Ashford University Big Brothers Big Sisters Basketball Night

We want to invite all Bigs and Littles and family members to the Ashford University Basketball game on Wednesday, April 1. Ladies game starts at 5:30 followed by the Men's contest at 7:30. The opponent will be St. Ambrose University. FREE ADMISSION for all Bigs and Littles. There will be contests for Bigs and Littles at half time and between games for chances to win prizes.



November/December things to do!

November 20- Breakfast with
Santa- Ashford University Call
Center- Millcreek Parkway, Clinton
8:00-11:00 AM

November 20- Reindeer Run and
Santa Fun Run- Ashford University
Call Center, Millcreek Parkway,
8:00, 8:15, 8:30

November 25- Thanksgiving. BBBS
office closed 25th-26th

November 26-December 12
"It's a Wonderful Life"
Clinton Showboat
Fri and Sat. 7:30, Sun 3:00 PM

November 27- Symphony of Lights
5K run Eagle Point Park 4 PM



Courtney and Brittany



Christmas time with
Rachel and Caleb



Inside Story Headline

By Author Name, Title

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who

might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, Business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

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

Inside Story Headline

By Author Name, Title

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Your headline is an important part of

the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

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

Inside Story Headline

By Author Name, Title

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

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. These are the basics of a Newsletter.

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.



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If you explore the Project Gallery, you will find many publications that match the style of your newsletter.

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successful newsletter is making it useful to your readers.

A great way to add useful content to this 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.

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Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word 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.

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 procedures or vendors needs.

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



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Agency "A" Logo here

See Attached
Instructions for placing
your logo.

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Back Page Story Headline

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Continued Story Headline *(continued from page 7)*

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About Big Brothers Big Sisters of Agency

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 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.