

Start Small

- **What:** One (or two) newsletters per semester is a great starting place
- **Why:** It will create a sense of connection among your alumni while giving your club time to accumulate content
- **How:** It's as easy as using GoogleDocs and a listserv (the Club Sports Office can help you obtain a list of alumni)

Tell A Story

Include club schedules, event scores, and social media streams, but focus more on *stories* that touch people. Such as:

- Club members that have done something spectacular or overcome incredible odds
- A note from the captains
- Introduce new members
- A note from your coach or instructor – especially if he/she is an alum
- A “where are they now” alumni section
- A “what I did with my summer” section

Include Fundraising Initiatives

- Acknowledge and thank donors for previous support. Let them know they made a difference.
- Include 1-2 fundraising priorities and a timeline for each. *Ex: “We’re trying to accomplish ‘X’ by the end of the semester”*
- Provide a [link](#) so someone can donate directly to your club.

Club Sport Newsletters

Creating a community among alumni, family, and friends

Pictures & Logos Are Worth...

...1,000 words. People are more likely to react to pictures than words.

- Keep in mind that MIT logos are trademarked property owned by the Institute.
- Clubs can use MIT logos, but certain [guidelines apply](#).
- Use action shots as well as pictures of club members doing other activities together (studying, community service, internships, etc).



Examples to get started

View great examples of club sport newsletters here

- [Alpine Ski 1](#)
- [Water Polo](#)
- [Alpine Ski 2](#)
- [Softball 1](#) (varsity)
- [Sport Pistol](#)
- [Softball 2](#) (varsity)

Have questions or want to get started? Contact the Club Sports Office:
Jamie Drahos, jdrahos@mit.edu

Get Your Audience Involved

Everyone loves to share their opinion and show their knowledge.

- Experiment with polls, trivia, and questions about the current club and/or its history to generate discussion and engagement.
- Ask readers to share their best club memory, submit pictures from when they played, or talk about what they're doing post-graduation.

Videos Are Worth 1,000 Pictures

Continuing with the graphical theme, videos are a great way to engage your community. Videos are very easy and cheap to produce these days with just a cell phone. Video content could include

- Interviews with past members
- A pre-game pep talk
- Event highlights (like a trip the club took)
- A montage of clips about what current members love about the club

Let Them Opt-out

People get a lot of emails, so if someone doesn't want to receive club information, offer a way for them to opt-out of receiving future communications.