

# Welcome Fall

## Upcoming Events

*We will have a Fall Festival on October 31<sup>st</sup>. Your child may wear a non-scary costume to school on this day. Please make sure they do not bring any of the accessories that may go along with their costume. We also ask that you bring a bag of age- appropriate goodies for the fall festival.*



## October Highlights

*Dinosaurs*

*Fire Safety*

*Fall Leaves*

*Pumpkins*



## Reminders

- Bring a backpack with extra clothes.
- Make sure all breakfast, lunch and snacks that are brought in meet the state guidelines.
- Bring a blanket/mat for rest time.
- Please leave all personal toys at home.
- Please make sure your child arrives at school before 10 am

## Inside Story Headline

This story can fit 150-200 words.

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.

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 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.

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



### Inside Story Headline

This story can fit 100-150 words.

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 improvements to the business. Sales figures or earnings will show

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

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Company Name

Street Address

Address 2

City, ST ZIP Code

**Phone:** 555.555.0125

**Fax:** 555.555.0145

**E-mail:** E-mail address

YOUR LOGO  
HERE

*Your business tag line here.*

We're on the Web!

Web site address

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history.

You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

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## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your

newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a

good place to insert a clip art image or some other graphic.

