

February 2008

Community Service Center

COLLEGE of CHARLESTON

OFFICE OF SERVICE
LEARNING

Thank You MLK Challenge Volunteers!



Thank you students and teachers for coming out on Monday, January 21st

for the 5th annual MLK Challenge! We could not have done it without you! Your great ideas and teamwork benefited several organizations in the Charleston community and raised over \$700 in donations from local businesses!

ASB Fundraisers

February 16th:

Car Wash at Harris Tee-ter on East Bay
12-3 for ASB Belize

February 21st:

The Majestic 6-9 for ASB Dominican Republic

**COME SHOW YOUR
SUPPORT!!**

Camp Happy Days

Camp Happy Days is now accepting applications for volunteer camp counselors. This is an opportunity to spend one outrageous week in Summerton, South Carolina at a lakeside adventure camp. The job is to help inspire, give hope, and strength to kids with cancer and their siblings (ages 4-16). While this experience is one that will change your life, it costs only your time, energy, and heart.

Camp is held from June 28– July 5, 2008 and counselors must be 20 years of age or older.

The deadline to submit this application is April 28th so contact Theresa Bishop soon!

Email: teresa@camphappydays.com

Phone: (843)571-4336 ext. 13

Website: camphappydays.com

Building Cougar Pride:

Habitat for Humanity Blitz Build!!

The Blitz Build is finally here and we are looking forward to seeing all of you out there! We have raised over \$55,000 and construction is now underway. We hope to unite the campus, build school pride, connect with our community, and impact Charleston's biggest community problem—affordable housing. The project is from February 2-16, 2008.

Special Olympics Coaching

Special Olympics needs coaches! There are opportunities for coaching swimming, adult wheel chair tennis, unified tennis, cheerleading, and unified cheerleading. This is a great opportunity for volunteers who enjoy sports and want to work with people with special needs. If you are interested please contact the therapeutic recreation coordinator, Shelli Davis at shellicityofcharleston@yahoo.com.

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 success-

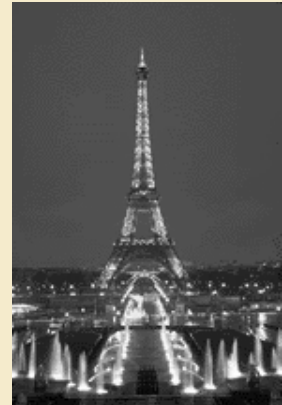
ful newsletter is making it useful to your readers.

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.



Caption describing picture or graphic.

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

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

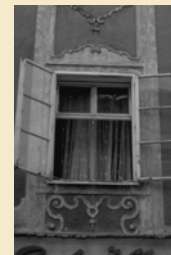
Think about your article and ask yourself if the picture supports or enhances the

message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher 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.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

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Organization

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

Your business tag line here.

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.

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.

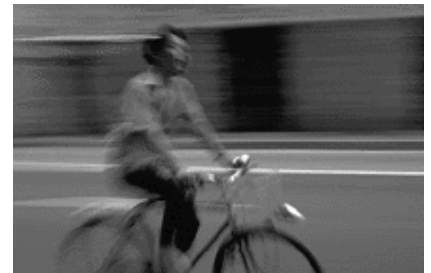
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all em-

ployees.

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.



Caption describing picture or graphic.