

HOAMCO – *Best Practices*



Newsletters

Newsletters are a valuable and important way to communicate with and educate residents. When called upon to offer this service to your associations, consider the following:

Content

- Message from the board. Make sure all of board members' names appear in every issue.
- Committee reports. Keep owners informed and aware of association moves.
- Status report. When will resurfacing be finished? When will the pool open?
- Financial reports. Try using charts to make the presentation less dull.
- Minutes. Meeting minutes or recaps. Include the motions.
- Rule reminders. Rules that are violated repeatedly can be highlighted.
- Events. Include meeting notices, scheduled activities, etc.
- Volunteer spotlight. In addition to publishing the work and reports, give some recognition and appreciation.
- Contact corner. Provide of a list of who to call for what.
- Letters. Publishing letters to the editor, board, or manager gives residents a voice.
- Local news. Area news that affects residents, such as taxation issues or zoning changes.
- Personnel notes. Identify new employees, acknowledge promotions, accomplishments.
- Welcome newcomers. Get permission before printing their names.
- Pat yourself on the back. A community newsletter is the one area where HOAMCO can let all owners know what we do for them (in other words, how we are earning our fee).

Format and Design

Good content keeps you reading, but good format and design get your eyes on the pages in the first place. Lighthearted, eye-catching artwork encourages reading, as does a varied and attractive layout. A few tips:

- Be consistent in your design. Develop a template and stick with it.
- Don't be afraid of white spaces.
- Include photographs and art.

Outsourcing the layout is recommended as this task requires a special skill. If the newsletter is done in-house, remember that most management contracts include an extra hourly charge for this service. The content should be approved by the board. Finally, before going to print, make sure the board or appointed committee approves every page of the newsletter. This project is a team effort.