



## Utilizing Your Newsletter

*Your chapter and federation newsletters are prime spaces in which to update your members on legislation, as well as ask them to take action.*

In general, the legislative section of your chapter or federation newsletter should focus on updating members on NARFE legislative issues. The NARFE Legislative Department sends monthly legislative updates to presidents and legislative officers at the federation and chapter level. These monthly updates are meant to assist you in writing your legislative column. You also can get the latest information from the weekly Legislative Hotline. Both of these resources are emailed via GEMS.

When you include a legislative update that involves timely legislation, make sure to ask your members to take a specific action. The newsletter space is a great time to “make the ask.”

You also can use the legislative column to ask your members to take legislative action. Make sure you provide all of the necessary information for your members to take action. If you tell them to write a letter, give them the address. If you tell them to make a phone call, provide the phone number.

If space provides, include grassroots activity in places outside the traditional column in case people skip the legislative section. If there is an upcoming action, post it on the front page in a quick blurb. Or ask the president to include it in the president’s column.

You can include a letter for people to remove, sign and mail back in. You also can include talking points and instructions so that members can write their own letters. If you do not have the space to include the letter or the phone script, you can direct people to the NARFE Legislative website (<http://www.narfe.org/legislation/>) or Legislative Action Center. Make sure you provide the web address – and if you have an electronic newsletter, include the hyperlink.