

Project 11a – Newsletter

Building Fan Loyalty

Goal

A newsletter is a periodically published document containing news and announcements about a subject or theme. The purpose of a newsletter is to provide highly specialized information to a targeted audience. Staying in touch with your fans and ticket holders is important because it builds team loyalty. In this project, you will create a team newsletter to send to fans and season ticket holders.

Tactics

- Look at some samples of newsletters online to use as a guide as you design your own.
- An effective newsletter should be attractive, well organized, and self-explanatory with text and graphics linked to a specific target audience.
- The masthead is the top portion of the newsletter that provides readers with the name, publication date, and other important information. It should be the most prominent element of the newsletter, so take your time with its design.
- Read through ALL instructions before proceeding with this project.

Instructions

1. Follow the instructions provided and complete the Newsletter Planning Form. You will use this information to complete the final.

NAME

DATE

Newsletter

Building fan loyalty

PLANNING FORM

Instructions

Complete this form to help create and design your team newsletter. Before beginning this project, choose a name for your team newsletter.

1. The name I have chosen for my newsletter is:

2. The publication date of my newsletter is:

3. Using the name you have selected for your newsletter, sketch a masthead design in the space provided below. Your masthead will be placed at the top of your page and should include the name and the publication date. It should take up no more than 2.5 inches from the top of your page.

4. Below the masthead design, your newsletter must include a minimum of four articles that would interest your fans about your team. Each article should be given a headline. Some suggested articles are:

A brief biography of one or two of the athletes on your dream team

A summary of how your team became the newest member of the league

A summary of your opponents and the upcoming season

A brief biography about you as the owner

A summary about your coaching staff

An interview with the coach

Ticket pricing and seating options

In the spaces provided on the next page, write four 6-8 sentence articles about the topics of your choice.

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In the spaces provided, write four 6-8 sentence articles about the topics of your choice.

Article 1 Headline:

Article 1 Body:

Article 2 Headline:

Article 2 Body:

Article 3 Headline:

Article 3 Body:

Article 4 Headline:

Article 4 Body:

On the next page, sketch the layout of your team newsletter.

NAME

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In the space provided below, sketch the layout of your team newsletter.

Place the contents of your newsletter's masthead here.

