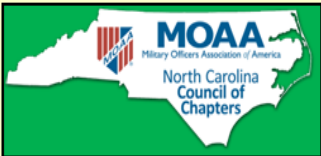


DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out - Message (HTML)

Message Insert Options Format Text Adobe PDF

Themes Colors Page Color Show Bcc Show From Fields Aa Plain Text Aa HTML Aa Rich Text Format Use Voting Buttons Tracking Request a Delivery Receipt Request a Read Receipt Save Sent Item Delay Delivery Direct Replies To More Options

Send Subject: DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out



North Carolina Council of Chapters
"Council" Connections

[TAKE ACTION](#) [CONNECT WITH MOAA](#) [PUBLICATIONS](#) [CONTACT US](#)

1st Article
Type here

2nd Article
Type here

3rd Article
Type here

MOAA National

7:13 PM
1/14/2013

DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out - Message (HTML)

Message Insert Options Format Text Adobe PDF

Cut Copy Paste Format Painter Clipboard


Georgia 36 A A Font

Paragraph

AaBbCcDc AaBbCcDc AaBbCc AaBbCc AaB AaBbCc AaBbCcL Change Styles

Find Replace Select Editing

Send Subject: DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out



North Carolina Council of Chapters

"Council" Connections

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1st Article
Type here

2nd Article
Type here

3rd Article
Type here

MOAA National

4:09 PM 1/16/2013

The screenshot shows the Microsoft Word 2010 interface with the 'Insert' tab selected in the ribbon. A red arrow points to the 'Insert' tab. The document is a draft email template titled 'DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out'. The template features a yellow background with a green banner at the top containing the MOAA logo and the text 'North Carolina Council of Chapters'. Below the banner is a green bar with the text 'North Carolina Council of Chapters' and the subtitle '“Council” Connections'. A light green bar contains navigation links: [TAKE ACTION](#), [CONNECT WITH MOAA](#), [PUBLICATIONS](#), and [CONTACT US](#). The main content area has three article placeholders: '1st Article Type here', '2nd Article Type here', and '3rd Article Type here'. A final light green bar at the bottom is labeled 'MOAA National'. The Windows taskbar at the bottom shows the time as 4:13 PM on 1/16/2013.

DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out - Message (HTML)

Message Insert Options Format Text Adobe PDF

Themes Colors Fonts Effects Page Color Show Bcc Show From Fields Aa Plain Text Aa HTML Aa Rich Text Use Voting Buttons Request a Delivery Receipt Request a Read Receipt Tracking Save Sent Item Delay Delivery Direct Replies To More Options

Send Subject: DRAFT COUNCIL - Copy and paste to E-Newsletters Before Sending Out


MOAA National
Persons interested in learning more about the national organization of the Military Officers Association of America (MOAA) can follow this link: www.moaa.org.

OPT-OUT
If you don't wish to receive future **"Council Connections" e-Newsletters** from the North Carolina Council of Chapters, please click here: [<OPT-OUT>](#). Enter **"Unsubscribe"** in the Subject Line and leave the message body blank. Your e-mail address will be removed from our distribution list.

[BACK TO TOP ^](#)

[ABOUT US](#) | [BENEFIT INFORMATION](#) | [MOAA CONNECT](#)

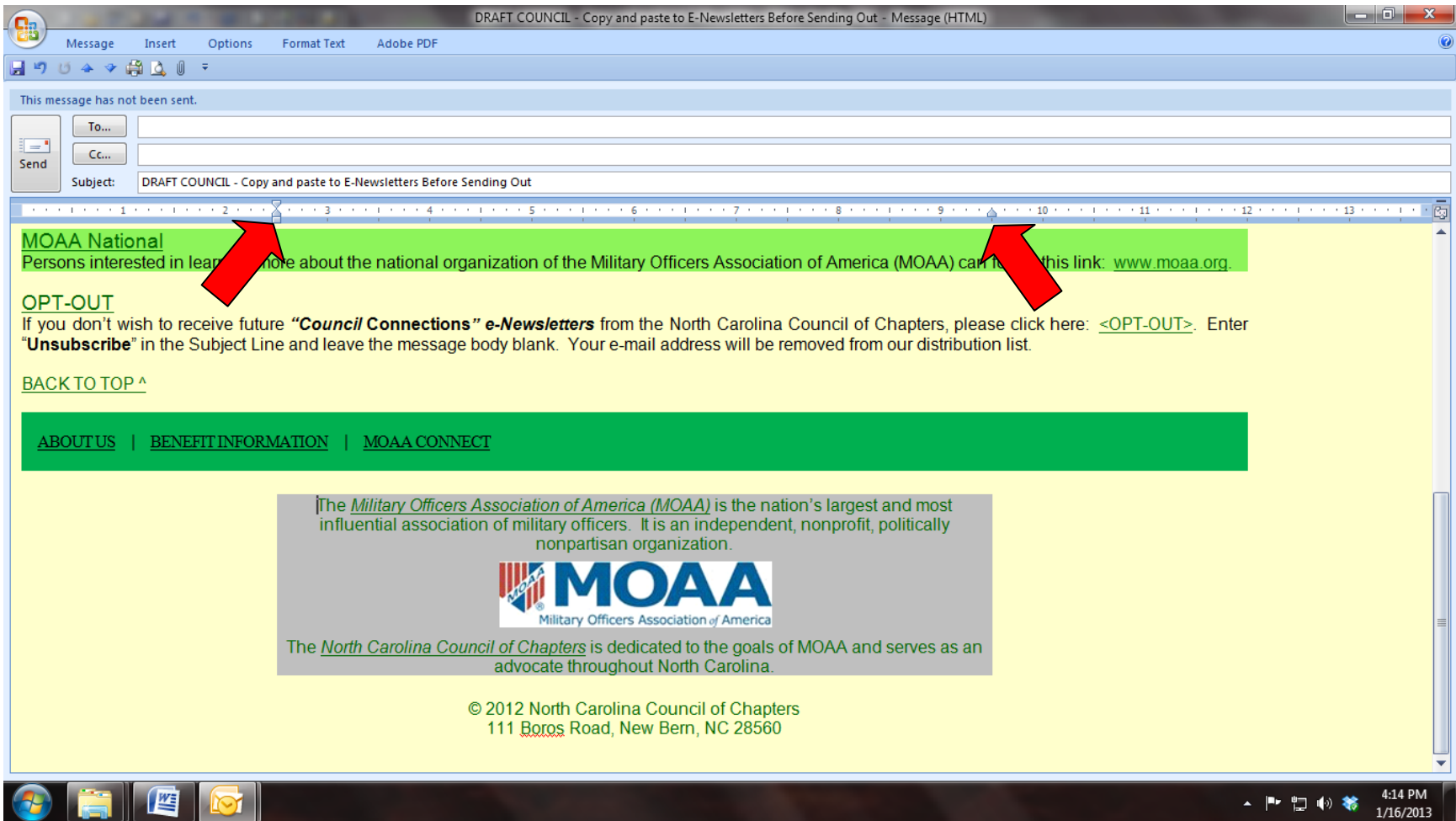
The *Military Officers Association of America (MOAA)* is the nation's largest and most influential association of military officers. It is an independent, nonprofit, politically nonpartisan organization.



The *North Carolina Council of Chapters* is dedicated to the goals of MOAA and serves as an advocate throughout North Carolina.

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111 Boros Road, New Bern, NC 28560

7:14 PM
1/14/2013



MOAA Guidance on E-Newsletters

- What's the difference between an e-newsletters vs. an electronic file – PDF or Word document – sent via e-mail?
 - E-newsletters do not contain attachments of any kind.
 - Adobe PDF file or Microsoft Word files distributed via e-mail, according to publishing industry experts, is not an e-newsletter.
 - Electronic files are simply print newsletters being distributed via e-mail.
- Two common types of e-newsletters:
 - One contains “teasers.”
 - Brief descriptions of articles with links to a full article
 - Main article is at the bottom of the e-mail body.
 - Another has links to an article.
 - Links may reside on your web site or another Web site.
 - Used to briefly communicate effectively.
- Advantages of using an e-newsletter:
 - Target audience that receives dozens of e-mails every day may not give full attention to long, elaborate e-newsletters.
 - Links to YOUR web site provides an opportunity to further push your BRAND!!
- Examples:
 - MOAA's News Exchange® sends out "teasers" linking readers to a full article on MOAA's Web site.
 - MOAA's [Legislative Update](#) links the reader to a full article at the bottom of the e-mail body.

E-newsletter DOs and DON'Ts

- Use a standard font face and color; use it throughout your e-newsletter.
- Good fonts are 12 point Times New Roman or 12 point Arial.
- Use black typeface.
- Never use tiny or fancy fonts, or incorporate many different colors.
- Titles are the exception to font color so as to make them stand out more.
- Send your e-newsletter only to people who request it.
- ALWAYS include:
 - Contact information; mailing address, e-mail address.
 - Include a link to your web site; drive readers to it with an e-newsletter.
 - Information to "opt-out" in every e-newsletter.
- Invite target audience to forward your e-newsletter as a good way to pick up new subscribers.
- Edit and check all content before the e-newsletter is sent out. Double-check hyperlinks to make sure they work.
- Limit graphics to a header banner or chapter/council logo at the top of your e-newsletter.
- Test sending e-mail to Outlook, Yahoo, Gmail, AOL, and Hotmail in order to view in different environments.

Creating Hyperlinks

Whether you are using an e-mail, or an e-newsletter, the use of hyperlinks is an effective way to streamline the material you are printing, as well as forwarding your target audience to another site for more information.

Example: readers are instructed to visit the North Carolina Council of Chapters web page.

- <http://www.moaa-nc.org/>.
- In this case, the reader has to navigate the site, e.g., NC Chapters, News and Events, Calendar, etc.
- To drill down to a specific item, open the item.
- Example: http://www.moaa-nc.org/detail.php?thiscat=_calendar&item=1343529167
- Click on the link in your browser.
- Copy and paste the link into an e-mail or e-newsletter.
- Right click and select “Hyperlink” and then copy and past the http address...
- Also, you can type a word, or words, e.g., CLICK HERE.
- Highlight the phrase, after which you again right click and select “Hyperlink”
- The highlighted phrase becomes underlined, after which it is now a “hot link” to the item.