

Stall Street Journal

Volume 3 Issue 5

www.plymouth.edu/finaid

Financial Wellness Newsletter

It may only be October, but your financial aid office is planning for the holidays, and we need YOUR help!



SAVE THE DATE!



2nd Annual Gifts from Heart and Hand

Helping provide students, staff, faculty and the PSU community with low cost gift ideas

Monday, November 16, 2009 11am-6pm

HUB Multi Purpose Room

<http://heart-and-hand.blogs.plymouth.edu>

Great gift ideas, raffles, and much more!

How Can I Help?

- Volunteer to help set up the day of the event!
- Recruit others to actively participate in the event!
- Donate time to help make gifts!

Spring Bill available online November 6th!

Make sure all your spring financial aid is up-to-date!

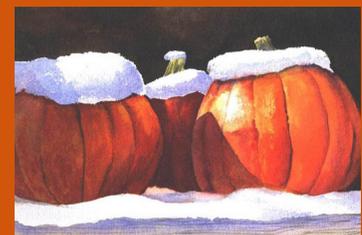
Contact Financial Aid at
603-535-2338

Have a Great Idea for a Gift? Financial Aid Needs to Hear From You!

- Gifts ideas for under \$10
- Example of the items will be provided, as well as instructions on how to make it where to buy it and pricing
- Gifts donated to the event will be raffled off at the end of the day

Gift idea categories could include free items, recycled, crafts, regifts, homemade food, reused, homemade items, energy efficient items, or whatever you can think of!

All gift donations and ideas are needed by the Financial Aid team no later than **Monday, November 9th**. If the gift is a homemade food item, it may be delivered the morning of the event.



Inside Story Headline



Caption describing picture or graphic.

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 successful 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.

“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 col-

umn 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.

Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

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.

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This story can fit 150-200 words.

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Caption describing picture or graphic.

Plymouth State University

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

We're on the Web!
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.

Inside Story Headline



Caption describing picture or graphic.

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 employees.

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.