

RLP Newsletter

“Moving Billboards” are

EXPOSURE and DOLLARS



RLP Application
Submission LEADERS

	appls	%	GOAL
D5170	239	31	736
D5330	217	51	438
D5340	138	20	678
D5300	102	24	434
D5320	74	17	445

The RLP Team is here to HELP...everyone must be INFORMED.

D5240	49	7
D5150	47	11
D5130	38	9
D5160	31	4
D5220	30	6
D5280	24	6
D5260	20	9
D5190	19	4
D5180	15	4
D5230	8	1

How can we help YOU?

District RLP Reps

- D5110 Dr. Urs Bryner
- D5130 C Fox/Chris Pam
- D5150 Sandie Krutz
- D5160 Pam Gray/Dan Davis
- D5170 PDG Jim Walker
- D5180 DG Hal Shipley
- D5190 DG David Denney
- D5220 Ron Dameron
- D5230 Tom Krazan
- D5240 DG Marc Vertin
- D5260 Paul Hopkins
- D5280 PDG Robert White
- D5300 Wes Weston
- D5320 DGE Jim Parsons
- D5330 Barry McClellan
- D5340 PDG Marty Peters

**“1054” RLP Applications In
Our MAJOR Push to the Finish**

SEPTEMBER Goals

2 clubs submission totals 300+

3 clubs 200+

5 clubs 100+

“Lead by Example”

How? Distribute Pledge Sheets

Goal? “10” appls minimum/club

Stickers? “Recognize and Thank” members who have shown support by submitting their applications.

These stickers will highlight whose

“proud to be a Rotarian.”

\$\$\$ Earned by Leading Districts

	Appls In	\$\$\$ Earned
D5170	239	\$11,950
D5330	217	\$10,850
D5340	138	\$6,900
D5300	102	\$5,100

RLP Speaker Calendar

Sept 2-6	D5320
Sept 9-13	D5280
Sept 16-20	D5240
Sept 23-27	D5160
Sept 30-Oct 4	D5170
Oct 7-11	D5130
Oct 14-18	D5180
Oct 21-25	D5230
Oct 28-Nov 1	D5170
Nov 4-8	D5260
Nov 12-15	D5300
Nov 18-22	D5150
Dec 9-13	D5340 & D5280

Schedule your club ASAP !!

RLP Stickers!!

Have you ordered your RLP? Does your badge have a RLP sticker? CONTACT:

Dwight@pinthis.com or Rlicenseplates@aol.com

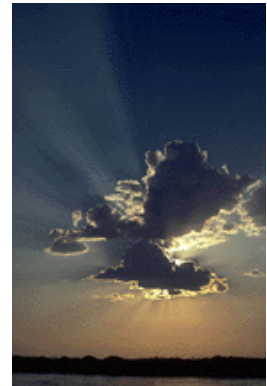
D5170's DGN Don Allen submitted application #1000

Who will submit #2000????



Inside Story Headline

www.ca-
rotarylicenseplates.org
Or by email Rlicense-
plates@aol.com



Caption describing picture or graphic.

Inside Story Headline

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

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 im-

age, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

Inside Story Headline

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.

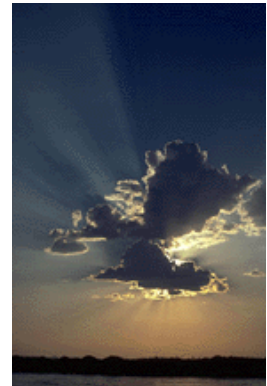
A great way to add useful content to your newsletter is to develop and write your own

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.



Caption describing picture or graphic.

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 column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an edito-

rial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

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Primary Business Address
Your Address Line 2
Your Address Line 3

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

We're on the Web!
example.microsoft.com

Your business tag line here.



Organization

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.

Back Page 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.

