



ISSUE 1,
JUNE 2017

FRIENDS OF WASHINGTON SCHOOL

RIVER OTTER POST

Friends of Washington School is a registered non-profit dedicated to advancing the education of the students and alumni of Washington Elementary School. We are currently raising funds to support art and science education and to support expeditionary learning and extra-curricular opportunities for students of our historic one-room school.

SAN FRANCISCO ADVENTURES

Welcome to Friends of Washington School's first newsletter!

Let's start with our kids' end-of-year field trip. What a fun-filled and educational four days in the San Francisco Bay area. They stayed at the Evangelical Bible Church of Berkeley, a great environment with plenty of room to unwind after their busy days in the City. They toured the Legion of Honor, Conservatory of Flowers, Lawrence Hall of Science, a Monet exhibit,



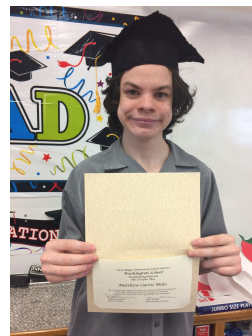
Oakland Zoo, and walked about around Chinatown. They had dinner one night in North Beach at "Calzone's" restaurant owned by Andre and Emery's grandfather, where they were taken very good care of by

Grandpa (who comp'd their meal) and the staff. Shout out and thanks for the extra special treatment and great food too! Thanks also to school staff and chaperones who were ready for a vacation after this trip.

MOVING ON UP

We have one graduating student this year - Matthew Miles, who completed kindergarten through 8th grade at our little school. Congratulations to him for being accepted to

Bitney Springs Prep High School in Nevada City! He is excited about this coming fall. Good job Matthew!



HOORAY FOR ART!

One of our local residents, Anne, has signed on pro bono to teach art next year. Friends of Washington School will pay her outgoing expenses for supplies. She's already planning a curriculum and is very excited. THANK YOU ANNE!

SPRING PLAY

The kids' end of year school play, Alice in Wonderland, was a huge success. Eight children played several different parts each and it was such hard work for all of them - including Miss Gardiner and Miss Kat. Kudos to each and all.

2017 MAYORS RACE

The Fourth of July Mayoral race is about to begin. Our "lame duck", Jason, will be stepping down. Visit Little Town soon and cast your votes. Yes, in our neck of the woods, we encourage you to vote often for as many candidates as you like. Be relieved no one will want to hack this election. Ballot boxes will be at Washington Hotel - \$1 a vote and the winner gets bragging rights for the coming year! The new mayor will be announced prior to the Parade on the 4th of July. All proceeds benefit Washington School.



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.

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 editorial. 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."

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

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FRIENDS OF WASHINGTON SCHOOL

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.

BACK PAGE STORY HEADLINE

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.



Caption describing picture
or graphic.