

# Joining Hands Together

## Ronald McDonald House Charities of Tampa Bay

### A Chance To Perform Miracles...

Chandra Berndt faced a world of worry as her precious daughter Amanda was born at 24 weeks gestation and only 1 lb. 3 oz. The doctors said she had a 50 percent chance of survival along with very high chances of major bodily damages. The only NICU skilled enough to

care for Amanda's needs was almost



Chandra's family moved into a Ronald McDonald House Charity on December 1,

a hot meal, or just have a shoulder to cry on."

Amanda is now one year old and has been off medication and oxygen since April 2009. Chandra says her house charity is to thank for her saving her daughter life. She says without them "it wouldn't have been possible."

three hours away and staying in a hotel room at \$65 a night was not in Chandra's budget.

2008. Amanda fought through seven blood transfusions, two surgeries, brain bleeding, seizures and many infections. Chandra says the house charity was always there for her; whether it be to "cook



### About RMHC of Tampa Bay

The RMHC of Tampa Bay is a local nonprofit organization. For 29 years we have provided comfort and care to children and their families by offering them a "home away from home" during hospitalization. There are four houses in the Tampa Bay area with a

total of 80 bedrooms that include a private bath.

At RMHC we strive to continually improve and expand our program based on the community's needs, but we can't do it alone.

Lend a helping hand and help us help

families like Chandra's. Together we can change the lives of so many wonderful children. To make a donation please visit our website at [www.rmhctampabay.com](http://www.rmhctampabay.com) or call Kelsey Marineau at (813) 258-6430 ext. 2.



RONALD MCDONALD  
HOUSE CHARITIES  
OF TAMPA BAY

## 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



Caption describing picture or graphic.

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 inter-

nally, 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

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

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

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



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near the image.

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## Business Name

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



Your business tag line here.

We're on the Web!  
example.com

*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.*

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## 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.