

Community Association Newsletter Offer



“The newsletter is a community association's most valuable communications tool. It is the primary information link with homeowners, the best and most consistent way to keep owners informed of the association's activities”.

**Community Associations Institute
Common Ground Magazine**

Probably the single greatest strength that a community association newsletter can provide to a community is *understanding*.

- When owners and residents understand the issues that the Board of Directors must deal with on a regular basis there is more support for the Board and the decisions that are made by them.
- When owners and residents understand the reasons why there are governing documents and rules and regulations that they must comply with there is more compliance within the community.
- When owners and residents understand the importance of their involvement in the successful operation of their community association there is more participation.
- When owners and residents understand why and how to communicate to the Board and management regarding community association issues there is less frustration and a greater sense that their input is important.
- When owners and residents understand that they are important contributors to the process of community association management, there is a heightened sense of community within the association.

Ultimately, a regularly published community association newsletter helps the Board of Directors and Management strive to inform, educate, and communicate with the community owners and residents in order to enhance the community association-living experience, promote conformity to community guidelines and increase participation amongst community members. A newsletter is a win-win situation for everyone!

Some of the articles that can be included in an effective community association newsletter include:

- Upcoming Board and committee meeting dates/times/locations
- Board meeting highlights
- Upcoming Board meeting agenda
- Updates on current and pending maintenance projects
- Committee reports and descriptions
- How to communicate with association representatives
- Architectural guidelines and procedures
- Association financial updates
- Rules reminders and non-compliance reporting procedures
- Assessment collection policies
- Notices of special meetings, such as Neighborhood Watch
- Solicitation of committee volunteers
- Educational articles on various association-related matters (i.e., reserve funds, insurance, rules enforcement, budget preparation, Annual Meeting procedures, etc.)
- Surveys to solicit owner/resident opinions
- Community contact information
- Social event calendar
- Community website information
- Community classified advertising

A CAPS generated association newsletter utilizes the resources available from over ten years of community association newsletter publishing experience with hundreds of informational and educational articles at the association's disposal. By working directly with the association manager, CAPS can create a community-specific newsletter that meets the communication and information needs of any community while saving the association and management valuable time by doing all of the preparation, production and publishing of the newsletters. The goal of each newsletter is to reduce the amount of time that the association must spend putting out fires (being reactive) and, through communication, increase the amount of time it can spend in protecting, preserving and enhancing the common assets of the association (being proactive). As the Community Associations Institute says, the newsletter is the association's most valuable communications tool.

The cost for CAPS to provide newsletter service for your association is \$1.00 per four-page newsletter/ \$0.55 per two-page newsletter (black & white) or \$1.85 per four page newsletter (color). That cost includes:

- Working directly with your Association Manager and following their direction
- Preparation and typesetting of an initial draft based on information submitted and educational/informational articles requested by Management, Board or Committee
- Distribution of draft for review to Management and implementation of any changes/additions/deletions.
- Reproduction of approved newsletter draft according to the number of owners and community tenants
- Folding, if required for insertion into billing statements or separate mailing
- Delivery of published newsletters to management for distribution
- Formatting of final newsletter as a PDF file for internet or email availability

If your association would just like for CAPS to prepare a digital version of the newsletter (for emailing, posting on websites and/or self-printing), the cost to design/typeset the newsletter is \$35.00 for a two-page newsletter and \$50.00 for a four-page newsletter.

If you have any questions about this service, please contact Community Association Publishing Services, Inc., email caps@myhoa.com).

Association

Effective Date

Board Member Signature

Date