



October Prayer Requests:

- Add a highlight or your point of interest here.
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Inside This Issue:

Inside Story	2
Inside Story	3
Inside Story	4
Inside Story	5
Last Story	6

2nd Annual BBQ- A Success

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service and also can create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit

from the information it contains, for example, employees or people interested in purchasing a product or in requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length.

MTC Flood of 2008

Photo



Work Day Schedule for Holiday Season



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

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 in 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 this newsletter is to develop and write your own articles, or to 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 Word 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.

New Volunteer Coordinator & New Volunteers

We are grateful to have Patrice Stanley serve as our volunteer coordinator. Her job is to communicate volunteer needs and recruit volunteers to fill those needs.

If you have a desire to volunteer or are interested in discovering ways you can participate in the ministry of MTC, just drop Patrice an email:

Patrice@morethancarpentry.org.

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New Data Base Being Built

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Plans for 2009

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Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter and its length. It's recommended that you publish your newsletter at

least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Your headline is an important part of the newsletter and should be considered carefully.



Caption describing picture or graphic.

Inside Story Headline

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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.

Selecting pictures or graphics is an important part of adding content.

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More than Carpentry Christian Ministries

1259 Stephen Jones Ave.
St. Louis, MO 63133

PHONE:
(314) 862-0545

FAX:
(314) 862-0587

E-MAIL:
tammy@morethancarpentry.org

We're on the Web!

See us at:

www.morethancarpentry.org

Board of Directors

Nick Gleason
Jim McGarry
Tammy McGarry
Dwayne Stanley
Patrice Stanley
George Stulac
Joe Thompson
Jere Wilmering

Our Purpose...

*More Than Carpentry
Christian Ministries* is a
holistic program that
exists in order to minister
to the physical and
spiritual needs of people
through apprenticeship-

training and education in
carpentry, which
integrates Christian
discipleship and life skills.



CHRISTIAN MINISTRIES
1259 Stephen Jones Ave.
St. Louis, MO 63133