

Guidelines for Havurah's Communications

Hineinu (weekly email), for Hakol (monthly newsletter), and other written materials (website or mailings to members)

The following guidelines are intended to promote writing that keeps the content (invitation/information) of articles clear for all readers.

- **Tone:** use words that are friendly & inviting, reflecting who we are as a community
- **Inclusion:** keep in mind that some readers may not be familiar with your topic. This does not mean each article needs exhaustive background, but rather, provide context (an example might be "our team continues to advocate for refugees whose applications for asylum are stalled")
- **Source:** include writer's name and the committee hosting the event/information and who to contact if there are further questions
- **Clarity:** always include the 5 Ws: who, what, when, where, how
 - Provide full terminology with first use of an acronym
 - Provide translation when using Hebrew
 - Identify whether this is an event, class, workshop, or meeting
 - Ask yourself, will the intention of your article be clear to our members?
- **Security:** do not include personal email or phone number in the article. Instead, ask readers to use the membership directory for the email/phone number with questions or responses.