

REMINDERS:

- Please call 617-349-6993 if your child will be absent from after-school.
- We will post signs on door 40 where the doorbell is of our locations.
- 10/13- Program Closed.
- 10/22 Early Release

Staff Fun Facts: Favorite foods.

*Simon loves tofu.

*Larry's favorite food is fried chicken.

*Nilson loves sub sandwiches.

Susan's favorite dish is curried goat.

Morse 2-5 News

OCTOBER 2014

One Hen Curriculum

Our class is continuing to work on their small businesses. Each team of students is working on their business team name, symbol, marketing and sales pitch, and learning about the non-profit organization they are donating to. Each group has a 10 dollar loan and must use their money wisely and efficiently to make quality key chains that are cost effective enough to make a profit to donate their organizations.

Students are designing their key chains and will be making them using a variety of different styles, and materials.

Cost of Materials

- One key ring: \$ 0.25
- String or wire: \$0.25
- 20 beads : \$0.50
- Charms: \$0.50

Each group has \$10.00



Non-Profit Organizations:

- **Jimmy Fund/Dana Farber:** direct care for children with cancer/cancer research.
- **WATER for Sudan:** providing wells, clean water for Sudan.
- **P.R.E.F.E.R-** Helping to build preschools and providing aid to street children in Rwanda.
- **International Refugee Council:** Helping Refugees from various countries find housing, ESL classes and getting them acquainted with their new country.
- **ASPCA:** Helping homeless animals, fighting for animal rights, and stopping dog fighting.

Apple and Pumpkin Picking



Inside Story Headline



Caption describing picture or graphic.

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.

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

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 edi-

torial. You can also profile new employees or top customers or vendors.

Caption describing picture or graphic.



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 your-

self 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 image.

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Caption describing picture or graphic.



City of Cambridge

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.

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.