Newsletter Template Guide (Marq)

Welcome to your Newsletter Template guide!

The templates for our monthly newsletters (Preschool and Afterschool) have been created using the brand-templating platform *Marq*.

This guide is a reference for understanding what our newsletter will look like, which elements will be changed each month, and which team or person is responsible for making those changes.

Please note: Colors and shapes within the template will change from month to month, but the elements will remain the same.

Contents

Publishing Cadence

Newsletters will be collaboratively drafted over the course of the 4 weeks leading up to the month of publication. Important information and specific due dates will be included in a monthly email from marketing that will be sent in the first week of the month

The big-picture cadence will consistently be as follows:

Week 1

- Marketing will send an email, usually within the first 3 days of the month, with the upcoming month's template and any important instructions or information specific to the month's edition. Start drafting your sections and adding your photos!

Week 2

- Rough Drafts are due by the 2nd Thursday of each month. Please ensure that all areas are completed so marketing can offer feedback and instruction regarding any necessary edits/changes. This feedback will be emailed within 3 business days of receiving your rough draft approval request.

Week 3

- Respond to all feedback/fix requests and re-submit draft for final approval. Final drafts will be due the 3rd Thursday of each month.

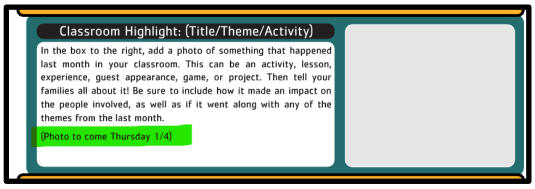
Week 4

- Marketing utilizes week 4 to schedule newsletters for publication/distribution via email (Sites should use this week to think ahead about what they'd like to highlight in the next month's edition

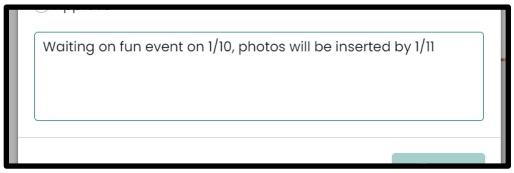
Publishing Benchmarks

Rough Drafts: Rough drafts are due the 2nd Thursday of every month and include:

- ALL text content filled in (with the exception of Sharing Our Y which will be inputted by marketing)
    - Text Component include:
        - Site Name in Document Title (in Marq)
        - Headline
        - Coordinator OR Classroom Lead in Correspondence sub-headline
        - Welcome Message/Correspondence
        - Classroom Highlight Title
        - Important dates listed in *Happenings* section
        - Name of person/s in *Shout Out* section
        - *Shout Out* caption
        - Site Contact info:
            - Coordinator/Lead first and last name
            - Site email address
            - Site phone number
- All available photos are populated into photo boxes.
    - IF a photo is pending (not yet taken) you must leave a note in either/both the photo's text caption, or in the note to marketing upon approval request.



OR



Feedback/Fix Requests: Marketing will send feedback or requests for fixes within 3 business days of receiving the rough draft approval request.

- All fixes/feedback must be addressed prior to the Final Draft deadline
- Once fixes/feedback have all been resolved, please **RE-SUBMIT FOR APPROVAL**
- **If no feedback or fixes are necessary**, marketing will respond by approving the draft and sending **"Publication Ready"** in the approval memo. This means no further action is needed; you are finished with that month's newsletter

Final Drafts: Final drafts are due the 3rd Thursday of every month and must be publication ready. This means:

- You have checked for correct spelling, grammar, and punctuation throughout.
- All photos have been filled in and cropped appropriately into the frame (not stretched out of proportion, and filling the frame completely).
- All feedback/fix requests from your rough draft have been resolved.

Publication/Distribution: Marketing will schedule newsletters for email distribution 3-7 days before the first day of the month of that month's edition.

NOTE: If you require printed copies, you are able to download and print newsletters once they have been approved.

Logging in to Marq

- Navigate to: https://www.marq.com/
- Click **Log In** in upper right hand corner
- Enter in your **Username and Password:** Your username is your site email address (see chart below)

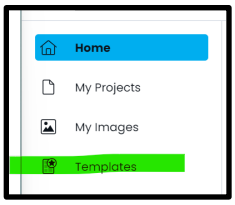
IMPORTANT NOTE:
Be sure to specify which handle is correct for your site. It will be EITHER @ymcautah, or @ymcasaltlake (our google account recognizes both handles, Marq does not).

Davinci	davinci@ymcautah.org
Leadership Learning Academy	llal@ymcautah.org
Eastridge	eastridge@ymcautah.org
Heritage	heritage@ymcautah.org
Municipal	municipal@ymcautah.org
North Park	northpark@ymcautah.org
Jefferson	jeffersonacademy@ymcautah.org
Polk	polk@ymcautah.org
Lincoln (Ogden)	ogdenafterschool@ymcautah.org
Washington Terrace	washingtonterrace@ymcautah.org
Highland	highland@ymcautah.org
Mound Fort	mdfortjrhigh@ymcautah.org
Mount Ogden	mountogden@ymcautah.org
Taylorsville Community Family	taylorsvillepreschool@ymcautah.org
Taylorsville ASP	taylorsvilleafterschool@ymcautah.org
Redwood	redwood@ymcautah.org
Foxhills	foxhills@ymcautah.org
Eisenhower	eisenhower@ymcautah.org
Larry H Miller CFC Classroom 1	ogdenpreschool@ymcasaltlake.org
Larry H Miller CFC Classroom 2	ogdenpreschool@ymcasaltlake.org
Odyssey ECE	odysseyece@ymcasaltlake.org
Liberty ECE	libertypreschool@ymcasaltlake.org
Heritage ECE	heritageece@ymcasaltlake.org
Polk ECE	polkpreschool@ymcasaltlake.org

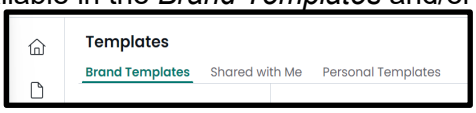
Accessing the Template

Once in Marq:

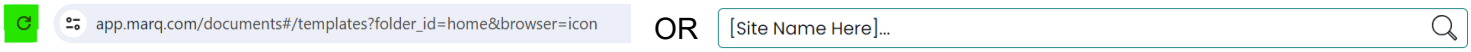
1. Navigate to the *Templates* Tab on the right hand side of the screen ------>



2. The Template will be available in the *Brand Templates* and/or *Shared with Me* tabs

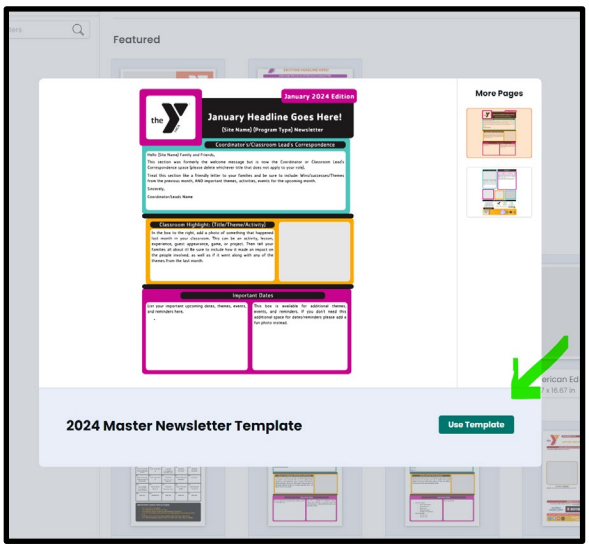


Note: If the template you are looking for does not show up, try refreshing your screen by clicking the refresh arrow of your browser, OR search for it by name in the Search Templates box. The exact name of the template will be in the initial email from marketing for that month's newsletter edition.



Start a new project

3. **Start a new project** from the template by:
   - Clicking the template image (which will bring up an enlarged view of the template)
   - then click ***Use Template button***
   - OR Hover over the template image and click the 3 Dots in the upper right corner
   - Select **New From Template** from the menu that appears



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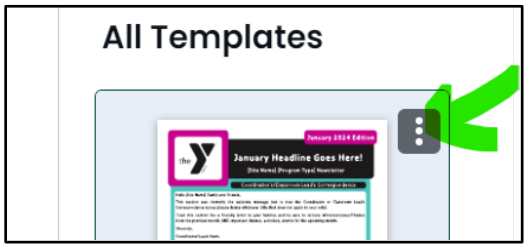
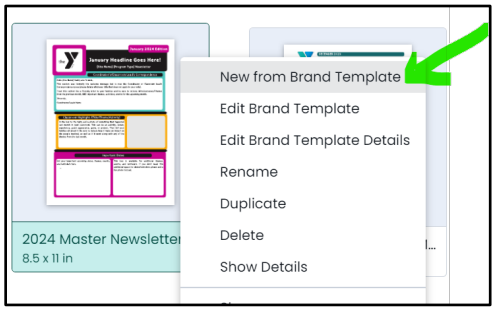
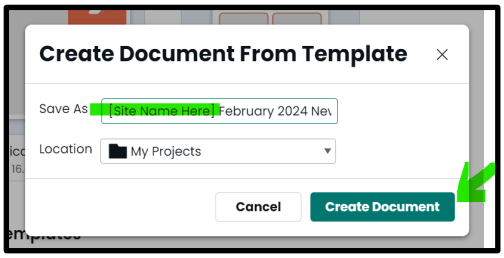




4. ***Create Document From Template*** box will appear
   - Replace [Site Name Here] with your site's name
   - Click *Create Document* button

   ——---------->

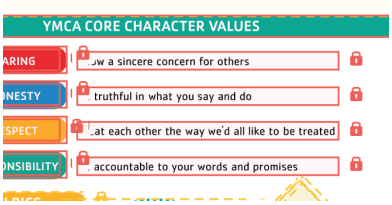


Note: Once the document has been created all work done in it will automatically save. If you close out of your document, you will be able to access it again in the *My Projects* tab on the home screen.

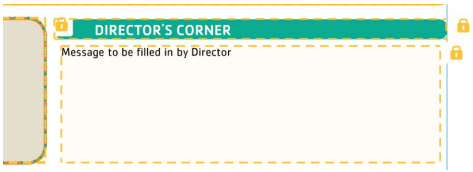
“Locked” elements

To ensure the template stays consistent and to make collaboration easier, all elements have been locked into the template so unnecessary or accidental changes do not occur.

There are 2 types of locks placed throughout the template. When an element is selected, either a red (🔒) or yellow (🔒) lock/line line will appear:



Red locks indicate elements that are fully locked against any changes. These are areas that Marketing will change/edit if/when necessary.



Yellow locks indicate elements that are locked only against changes to position and size allowing Sites to make changes to text and images.

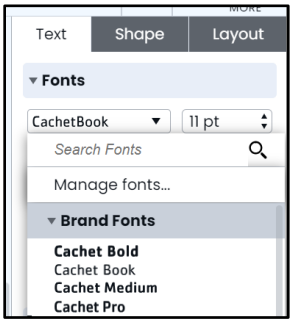
Quick Start Demo Video

Click, copy & paste, or type the following link into your browser to access the Quick Start Demo Video:
https://share.vidyard.com/watch/3qoxpEtqnSyFxT4EdosHUp?

A NOTE ON PHOTOS/GRAPHICS

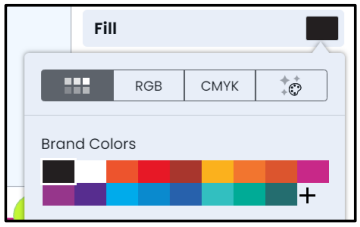
Y USA branding standards do not allow the use of Stock or AI generated graphics, images, filters, or frames unless it has been approved, purchased, and licensed prior to use.

Y Branding Basics



Fonts - All public-facing fonts should adhere to YUSA Brand fonts. These include: Cachet Bold, Cachet Book, Cachet Medium, and Cachet Pro. No other font styles are permitted to be used in Newsletters.

- In Marq, these fonts can be found in the right-hand-side *Text* menu under *Brand Fonts.*

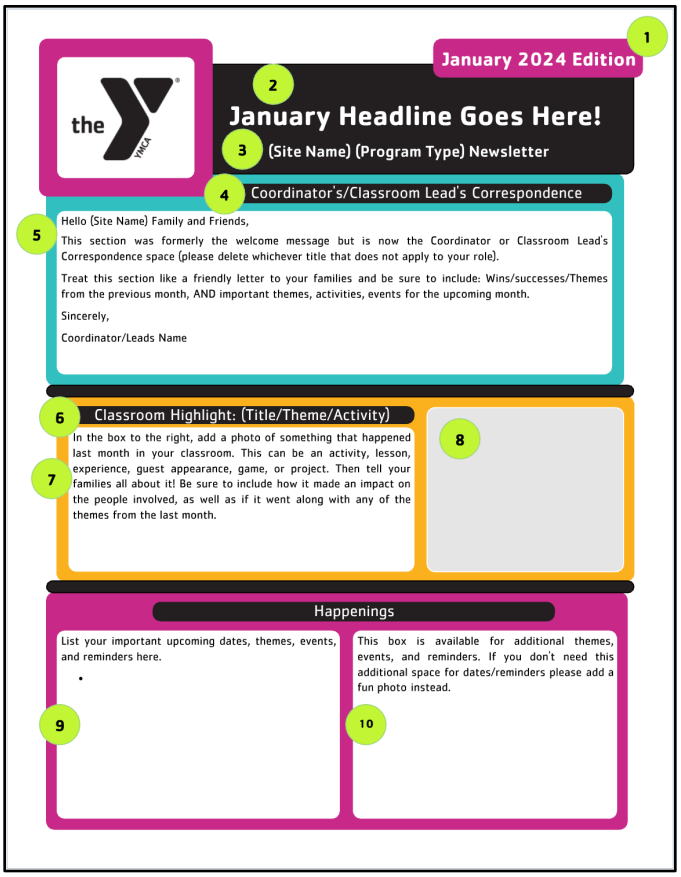


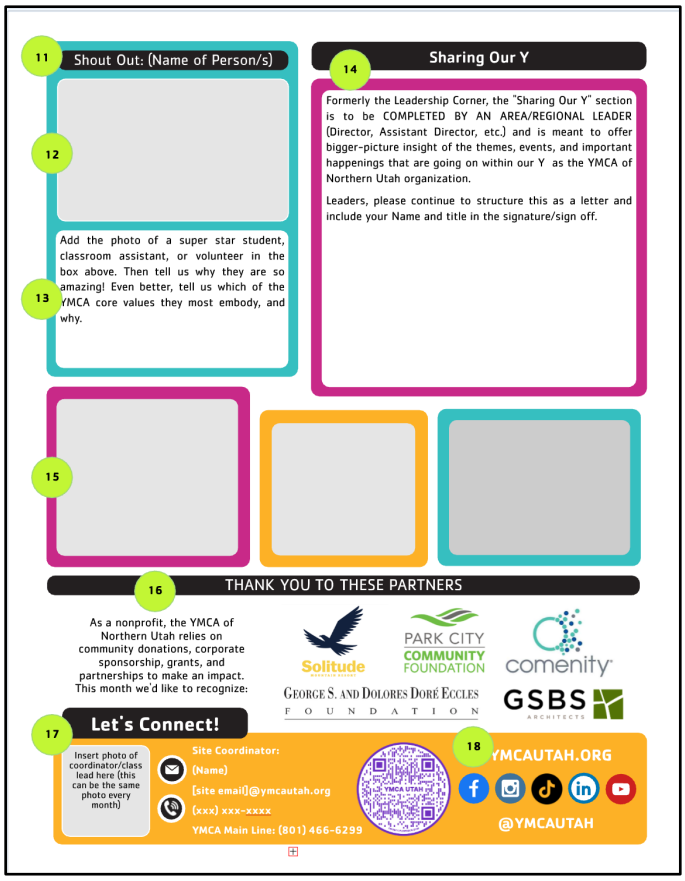
Colors - All shapes/objects should adhere to YUSA Brand colors.

- In Marq, these colors can be found in the right-hand-side *Shape* (in Fill or Border tabs) menu under *Brand Colors.*

Shapes - All rectangle shapes or photo frames should have rounded corners of 0.1 which can be specified under the *Border* Tab in the *Shape* menu

Newsletter Element Guide





PAGE 1

1. **Month/Year of the Edition** - Marketing will fill in monthly as part of template customization.

2. **Headline** - Coordinator/Lead to fill text
   Your headline should be:
   - Specific, concise, and to the point.
   - Simple and easy to understand
   - An invitation to engage by sparking curiosity or an optimistic emotional response (this is where you get to play with words that bring color, movement, or some other element of interest).
   - A textual snapshot of what the newsletter will be about.

   Additional Resource: *NPR Training: How to Write Great Headlines*

3. **Site Name and Program Type** (After School or Preschool) - Coordinator/Lead

4. **Site leadership role specification** - Remove *Coordinator* OR *Classroom Lead*, whichever does not apply to your site.

5. **Site Leadership correspondence/Welcome Message** - Site to Fill text
   Here is where you say "hi," tell readers how great our previous month was, and about your plans, themes and high hopes for this next one. This message should feel friendly, conversational, authentic, and inviting, with an ideal length of 3-4 sentences or roughly 100-150 words.

6. **Classroom Highlight Title** - Coordinator/Lead to fill text

7. **Classroom Highlight Caption -** Coordinator/Lead to fill text and Photo - Tell your families what activity is being featured in the photo and what your students learned through participating in it.

8. **Classroom Highlight Photo -** Coordinator/Lead to fill and Photo

9. **Important Happenings -** Coordinator/Lead to Fill text and Photo - Include all important dates including school closures, schools out/recess camp dates and how to register, field trips, special events, guest appearances, etc.

10. **FLEX BOX -** Coordinator/Lead to fill - This box is available for additional themes, events, and reminders. If you don't need this additional space for dates/reminders please fill with content (text, or photo) of your choice.

PAGE 2

11. **Shout Out Title** - Coordinator/Lead to fill - Choose a person/s (no more than 3) who have made an impact in your program. Fill in the **1st name only** of the person/s who earned the shout out.

12. **Shout Out photo** - Coordinator/Lead to fill - Insert a photo that fills the frame and includes a close-up of the person/s who earned the shout out. Crop out any person/s not being named in the caption or who did not earn the shout out.

13. **Shout Out Caption** - Coordinator/Lead to fill - Add a text caption that explains why the person/s are so amazing! Even better, tell us which of the YMCA core values they most embody, and why.

14. **Sharing Our Y** - Regional Leadership (Director, Assistant Director) to complete, Marketing to insert into site letters - Formerly the Leadership Corner, the "Sharing Our Y" section offers bigger-picture insight of the themes, events, and important happenings that are going across regions, and across our Y as organizational whole. This section also offers our families visibility into our greater Y community and into multiple leaders throughout our org. This section should be structured like a traditional letter and include the writing leader's name and title in the signature/sign off.

15. **Featured Fun Pics** - Coordinator/Lead to fill - Fill the 3 boxes provided with fun photos of your students, their work, or other fun things that have happened in your classroom.
    - These photos CAN be from previous activities/months.
    - DO NOT use photos you have used in previous newsletters, or ones that are clearly from a specific holiday or season that are not current (within the past 3-4 weeks).

16. **Featured Partners** - Red locked: Marketing to fill (Sites will not be able to edit) - This space gives recognition to Donors/Partners that have given substantially in order to fund our programs.
    NOTE: At the end of each month an exemplary newsletter is chosen to be printed and presented to these donors as part of a "Thank You" message/package from the YMCA of Northern Utah organization.

17. **Let's Connect!** - Coordinator/Lead to fill - Be sure to include a coordinator/lead photo (close up of your face), and the coordinator/lead's **first and last name,** the site email address, and the site phone number

18. **Social Media and Web address Tags** - Red Locked feature (will not change) - These are important as they offer additional channels for families to communicate, engage, support, and get information about all our Y is, has going, and aims to do.

Additional Resources

Recorded Live-Training Video (1/31/24): https://share.vidyard.com/watch/ugW8a8BC2Aj634qX2gnjRw?

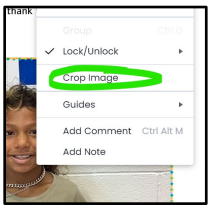
Frequently Asked Questions (FAQs)

Q: What is Marq?
Marq is a brand-templating platform with similar capabilities as Canva or Adobe Express. Here's a great intro if you're curious to know more: https://www.youtube.com/watch?v=kNO7l88DqGU&t=29s

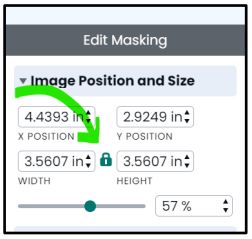
Q: What do I do if I see blocks instead of text?

- Click SUBMIT FOR APPROVAL button in top right corner.
- In the notes/comment box, list the areas on the template that are showing in boxes, and then submit.
- Marketing will fix the font and return the template as "not approved" so you may continue working on it.

Q: My photos are stretched out of proportion, how do I fix them?



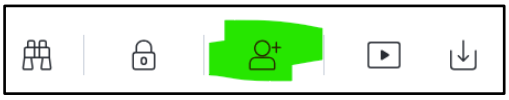
- Right click on the photo you want to fix
- Select *Crop Image* from the menu that appears ---------->
- In the Edit Masking Menu on the top right side of the screen, click the teal lock icon so that it turns from teal to black.
- You will then be able to change the size/proportion of the photo by dragging the edges or corners of the photo so they appear back in proportion.
- NOTE: Adjust the photo by dragging the white boxes that surround the photo. DO NOT drag the black lines as this will change the size of the frame the photo was populated into.
- Once you have adjusted the photo to where you want it, hit Enter to return to the main template page.



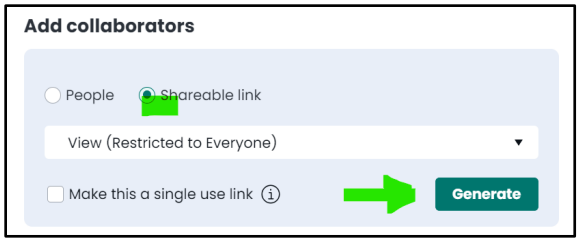
How to fix stretched-photos Video Tutorial available HERE

Q: How do I get a link to share my project?

1. Once in the Marq Project you want to share, select the *collaborate* icon at the top of the screen



2. The ***Add collaborators*** menu will pop up, click the dot next to Shareable link so that it is filled in with a teal dot.
3. Click the ***Generate*** button. The link will automatically copy so you may paste and share it.



Exemplary Newsletters

Eisenhower ASP - November 2023 Edition

NOVEMBER 2023

Fall into learning: Education and Fun Combined

EISENHOWER AFTERSCHOOL NEWSLETTER

Hello Eisenhower families and friends,

November has arrived, and with it, an array of fun activities in our Program. From art and STEM to physical education and academics, our participants have been engaged in diverse learning experiences. Having completed our College and Career curriculum, we're now gearing up for Financial and Life Literacy, aiming to equip our young minds with crucial life skills. We believe these lessons will not only enrich their present but also guide them towards a promising future. Join us in this exciting journey, dedicated to fostering well-rounded individuals who are ready to tackle life's challenges and opportunities.

October Highlight: Spooky Service

As part of our school community project, we worked hard to prepare decorations for the Halloween dance party! Engaging in a variety of enjoyable hands-on activities, we created adorable little ghosts, crafted pumpkins, and fashioned spooky spiders.

November Shout Out: LITs!

We'd like to highlight the outstanding contributions of Olivia and Preveen, who serve as our Leaders in Training (LIT). They truly exemplify the core value of respect by actively listening to the needs of others and showing deep respect for different opinions. Their commitment to setting positive examples has not gone unnoticed.

THANK YOU TO THESE PARTNERS

As a nonprofit, the YMCA of Northern Utah relies on community donations, corporate sponsorship, grants, and partnerships to make an impact. This month we'd like to recognize:

AMERICA FIRST CREDIT UNION

BOYER

Ruth Eleanor Bamberger and John Ernest Bamberger Memorial Foundation

Don't miss a moment of the fun! Follow along on Facebook, Instagram, YouTube, and TikTok

YMCAUTAH.ORG

@YMCAUTAH

YMCA UTAH

Jenaha Hochhalter, Marketing Associate
1/4/2024

NOVEMBER 2023

LEADERSHIP CORNER

October was exactly what we expected it to be: Spooky, fun, and full of Fall and Halloween activities. It was so much fun to host another annual Trunk or Treat at our Community Family Center, and see all of the new and familiar faces out and enjoying some safe trick or treating.

In November we're looking forward to Thanksgiving Break from Nov. 23rd-24th, and using this time to connect with family, neighbors, and other loved ones.

Nov. 1st is National Stress Awareness Day and Family Literacy Day. Both of these events recognize the importance of keeping families healthy and thriving. Everyone has stress, and some stress is good for us; it's our body's way of protecting itself from harm and helps us to respond to changes in life. But too much stress causes harm to our health and relationships. Reading is a great way to reduce stress, and it's become more important than ever for families to read aloud to their children from a young age. Reading creates quiet, quality family time and develops early vocabulary skills.

Also on a fun note: Nov. 5th is National Donut Day, so take a minute and grab your kiddos one of these yummy treats and then read a book together.

Sincerely,

Mason Pappas, Youth Development Assistant Director

Rhonda Clark, Regional Director YMCA of Northern Utah

NOVEMBER HAPPENINGS

- November 22 - 24 (Wednesday to Friday) : No program due to Thanksgiving Break

YMCA CORE CHARACTER VALUES

CARING	Show a sincere concern for others
HONESTY	Be truthful in what you say and do
RESPECT	Treat each other the way we'd all like to be treated
RESPONSIBILITY	Be accountable to your words and promises

FEATURED FUN PICS

Eisenhower Site Coordinator: Carol So • Eisenhower@ymcautah.org

Site Phone: (801)839-3412 • YMCA Main Line: (801) 466-6299

Newsletter Template Guide

Jenaha Hochhalter, Marketing Associate

1/4/2024

SEPTEMBER 2023

Back to School Mode : Activated!

MUNICIPAL AFTER SCHOOL NEWSLETTER

Hello Municipal Elementary Families and Friends,

The after school program is well underway! We are having so much fun getting to know you and your kiddos. We have some super fun activities coming up in September. This month we are talking about heroes in our community, mindfulness and yoga, farming and where our food comes from, and fall!

Drip! Drip! DRENCH!

Our after-school kids love playing group games outside! The current favorite is drip, drip, drench. A fun spin-off of duck, duck, goose where water is involved and you might get drenched!

After School Super Star

Say "hello" to .....Hadley!

Her favorite thing about program is meeting new friends and playing outside. The best snack in her book is the chocolate muffins. We are so happy to have her in our After School Program!

THANK YOU TO THESE PARTNERS

As a nonprofit, the YMCA of Northern Utah relies on community donations, corporate sponsorship, grants, and partnerships to make an impact. This month we'd like to recognize:

Dominion Energy

Lawrence T. & Janet T. Dee Foundation

Stewart Education Foundation

First Community Bank

Division of Glacier Bank

Don't miss a moment of the fun! Follow along on Facebook, Instagram, YouTube, and TikTok

YMCAUTAH.ORG

@YMCAUTAH

SEPTEMBER 2023

Ashley Ballew

DIRECTOR'S CORNER

Welcome to the YMCA's Afterschool program! We are excited to have you here. We want to be a resource to you and your community, so please reach out to your site coordinator if you ever have questions or need assistance.

We have some exciting upcoming events including School's Out Camp during certain days that school is not in session. We also have Parent's Night Out multiple times this school year if you're looking to have a date night! Take a look at our website for more information and to register - spots fill quickly!

Best,
Ashley Ballew
Youth Development Director YMCA of Northern Utah

SEPTEMBER HAPPENINGS

- 9/11 Project Field Trip - September 8th , 2023 - More information coming soon!
- September 4th is Labor Day! No After School Program!
- Weekly Themes:
  - Heroes Among Us, Mindfulness Matters, Farm to Table, and Falling into Fall

YMCA CORE CHARACTER VALUES

CARING	Show a sincere concern for others
HONESTY	Be truthful in what you say and do
RESPECT	Treat each other the way we'd all like to be treated
RESPONSIBILITY	Be accountable to your words and promises

FEATURED FUN PICS

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Site Phone: (385)-364-4415 • YMCA Main Line: (801) 466-6299

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Newsletter Template Guide
Jenaha Hochhalter, Marketing Associate
1/4/2024