

## Start a student-run rescue newsletter

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### Overview

A student-run rescue newsletter is an excellent way to keep the school community informed and engaged with animal rescue stories, news and advocacy efforts. Published monthly or bi-weekly, the newsletter can feature inspiring rescue stories, updates from local shelters, educational articles and creative student contributions such as artwork, poems, or essays. This activity encourages collaboration, creativity and advocacy, while providing students with valuable skills in writing, design and communication.

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### How to start a student-run rescue newsletter

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#### 1. Define the purpose and format of the newsletter.

- Establish the newsletter's primary goals, such as:
    - a) Raising awareness about animal rescues and protection.
    - b) Celebrating the efforts of local shelters and rescue organisations.
    - c) Sharing student voices and contributions related to animals.
  - Decide on the format:
    - a) Printed copies to distribute in school or the community.
    - b) A digital newsletter shared via email or school social media.
    - c) A hybrid format offering both print and digital options.
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#### 2. Assemble a student editorial team to run the newsletter.

- Form a team with roles to divide responsibilities:
  - a) **Editor:** Oversees content, ensures quality and coordinates the team.
  - b) **Writers:** Research and write articles, interviews and stories.
  - c) **Designers:** Create layouts, graphics and overall visuals for the newsletter.
  - d) **Photographers or Illustrators:** Provide images or artwork to enhance the content.
  - e) **Social Media Coordinator:** Promotes the newsletter and engages the school community online.

### 3. Plan the content for each issue.

- Include a mix of sections to keep the newsletter engaging and informative:
    - a) **Rescue stories:** Highlight inspiring cases of animal rescues from local shelters or international organisations.
    - b) **Educational articles:** Share facts about animal rights issues, veganism, or environmental impacts on wildlife.
    - c) **Student contributions:** Feature poetry, essays, artwork, or photos submitted by students.
    - d) **News and updates:** Include recent events, petitions, or campaigns related to animal advocacy.
    - e) **Actionable tips:** Provide ideas for helping animals, such as volunteering or adopting eco-friendly practices.
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### 4. Collaborate with local shelters and organisations.

- Reach out to animal shelters, sanctuaries, or rescue groups for content:
    - a) Ask for updates on recent rescues, adoption success stories, or their ongoing needs.
    - b) Include interviews with shelter staff or volunteers to highlight their work.
  - Offer to promote their events or campaigns in the newsletter.
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### 5. Create a visually appealing and easy-to-read design.

- Use simple and eye-catching layouts:
    - a) Balance text with visuals, such as photos, infographics, or illustrations.
    - b) Choose a consistent colour scheme and fonts to make the newsletter professional and recognisable.
  - Use design tools like Canva, Microsoft Publisher, or Google Slides to create the layout.
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## 6. Set a regular publishing schedule and stick to it.

- Choose a publication frequency that works for the team, such as monthly or bi-weekly.
  - Set deadlines for article submissions, editing and design to ensure timely releases.
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## 7. Promote the newsletter to the school and community.

- Use multiple channels to share the newsletter:
    - a) Distribute printed copies in classrooms, the library, or community centres.
    - b) Share digital versions via email, school websites, or social media platforms.
    - c) Host a launch event or assembly to introduce the newsletter and encourage subscriptions.
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## 8. Include opportunities for student engagement.

- Encourage students to contribute to the newsletter:
    - a) Submit their own articles, photos, or artwork.
    - b) Nominate local shelters or animals to be featured.
    - c) Participate in polls or contests to share their views and ideas.
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## 9. Reflect on feedback and improve future issues.

- Gather feedback from readers to understand what they enjoy and what can be improved:
    - a) "Which section of the newsletter is your favourite?"
    - b) "What topics would you like to see covered in future issues?"
  - Use the feedback to refine content, design and overall structure.
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## 10. Use the newsletter to inspire action and advocacy.

- Include a call-to-action in every issue, such as:
  - a) Donating to a shelter featured in the newsletter.
  - b) Signing petitions or joining advocacy campaigns.
  - c) Volunteering at local rescues or participating in animal rights events.

## Outcomes

- **Empathy and awareness:** The newsletter educates students and the community about animal protection and rescue efforts.
- **Creative expression:** Students use writing, design and artistic skills to share their passion for animals.
- **Collaboration and leadership:** Running the newsletter fosters teamwork, leadership and communication skills.
- **Community engagement:** The newsletter connects the school with local organisations and encourages wider involvement in animal advocacy.
- **Inspiration to act:** Each issue motivates readers to take meaningful steps to support animals and the environment.