



December 2010

SIDS and Kids NT
Shop 10 Rapid Creek Business
Village
Trower Rd Rapid Creek 0810
PO Box 188
Nightcliff NT 0811
Phone: 08-89485311
Email: darwin@sidsandkids.org

NT Support Line:
0448 849 234

Lead Story Headline

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This story can fit 175-225 words.

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 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 requesting your service.

You can compile a mailing list from business reply cards, customer informa-

tion sheets, business cards of information. Your collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.



Caption describing picture or graphic.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

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. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source

tomers or employees will look forward to its arrival.

Special points of interest:

- * Briefly highlight your point of interest here.
- * Briefly highlight your point of interest here.
- * Briefly highlight your point of interest here.
- * Briefly highlight your point of interest here.



Our Vision

SIDS and Kids NT is dedicated to saving babies lives through the elimination of sudden unexpected deaths and supporting bereaved parents

Our Mission

SIDS and Kids NT will deliver it's vision through world class research ; evidence based education; bereavement support; and advocacy.

Our NT History

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



Caption describing picture or graphic.

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.

Julie Turner

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 inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

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

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.

The Memorial garden

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 yourself 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.



Caption describing picture or graphic.

Message from the Patron

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Message from the Chairman

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Fundraising Committee

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We Remember

CHILD'S NAME	DAY	MONTH	BORN	DAY	MONTH	DIED YEAR
Pieta Zollo Semmler	12	January	2005	12	January	2005
Matthew James Conti	20	January	2003	27	July	2003
Christie Gabrielle Williams	3	February	1999	3	February	1999
Tristen Mc Carthy	12	February	2001	12	February	2001
Iesha Marie Gail Farrow	16	February	1999	16	February	1999
Cara Zollo Semmler	18	February	2001	18	February	2001
Brandon William Reid	4	March	2004	4	March	2004
Samuel Alec Isaac	9	March	2004	20	June	2004
Skye Bree Burnett	15	March	2002	25	May	2002
Donna Maree Yates	17	March	1998	28	July	2002
Elexi Jarrah Payn	26	March	2003	7	June	2003
Ashton Raymond McCourt	7	April	2004	5	June	2004
Tobias Patrick Elvish	24	April	2003	16	June	2003
Tom and Jack Johnson	8	May	2001	8	May	2001
Claire	23	May	2001	23	May	2001
Brandon Lee Mark Sykes	23	May	2002	4	September	2002
Rebecca Walker	26	May	1990	26	May	1990
Tiara Hazel Roe	3	June	2003	31	December	2003
Teressa Zollo Semmler	11	June	2004	11	June	2004
Frederick John Hallworth	21	June	2001	9	September	2002
Danika Jay Rasmussen	22	June	2000	23	June	2000
Elisha Jean Chapman	29	June	2001	29	June	2001
De'Hanne Harrison	5	July	1985	11	September	1985
Joshua Gregory May		July	2001	30	July	2001
Airileke John James	16	July	2002	17	July	2002
Caitilin Patricia Mold	6	August	2001	28	September	2001
Daniel Arthur John Row	9	August	1969	20	October	1971
Ethan Brock Luders	20	August	2002	20	September	2002
Kandis Torah Smythe	2	September	2001	2	September	2001
Elizabeth Mick	13	September	1999	28	March	2002
Mahven	13	September	2001	19	September	2001
Selita Roberts	17	September	2003	17	September	2003
Skye Roberts	17	September	2003	17	September	2003
Bilille Bekele Mekonnen-Rabo	18	September	2003	8	November	2003
Albert James McKenzie	30	September	2003	30	September	2003
Jackie Kim Christensen	16	October	1999	7	April	2001
Dylan James Elliott-Cowling	19	October	2000	4	February	2002
Amore Zollo Semmler	6	November	2000	6	November	2000
Klara Briane Kariko	15	November	2002	20	November	2002
Gabriel Cutting	15	November	2003	15	November	2003
Ryan Craig Delany	2	December	2002	19	December	2003
Max Benjamin Reeves – Clements	3	December	2001	13	February	2002
Darcy Ralph Day	5	December	1997	2	July	1998
Daiijana Farrow	27	December	2001	26	December	2002
Hayley McCurry-Parriman	31	December	1996	14	October	2001
Roslyn James			1974			

If you would like your child included on our "We Remember" page please email us at darwin@sidsandkids.org or phone (08) 9848 5311.

Sponsors

This story can fit 100-150 words.

This is a good place to write a small story featuring a new product, service, or program you're offering.

Remember to make the information useful to your reader. Explain any features that distinguish what you offer from that of your competition.

You may also want to describe the history of the product, service, or program or highlight persons responsible for its development.

A good source of information for your story might be press releases, sales or market reports, or brochures you have created.

It is important to maintain the integ-

rity of this publication as a newsletter, rather than a means of advertisement. In other words, your readers should feel that you're informing them about what you offer, as opposed to selling it to them.



Caption describing picture or graphic.

Sign-Up Form Title

Sign up for:	Time	Price
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00

Subtotal: _____
 Tax: _____
 Total: _____

Method of Payment

- Check
- Bill Me
- Visa
- MasterCard
- American Express

Name _____
 Address _____

 Phone _____

Credit Card # _____ Exp. date _____
 Signature _____

Special Offer
 This is a good place to make a special offer for joining your organization, purchasing a product, or requesting your service. You can also transform the feedback into a sign-up or generic feedback form.

SIDs and Kids NT Shop 10 Rapid Creek Business Village

Primary Business Address Phone: 555-555-5555
 Your Address Line 2 Fax: 555-555-5555
 Your Address Line 3 E-mail:
 Your Address Line 4 someone@example.com



SIDs and Kids NT
Shop 10 Rapid Creek Business

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.

We're on the Web!

example.microsoft.com


Organization

Christmas is exactly what
you make of it. It can be
a joyous time of year or it
can leave you feeling sad
and lonely.
Remember, don't do
anything that makes
you uncomfortable --
you are the one
grieving



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 bi-annual 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.