



Pleasantville Envisions Pride & Prosperity

MISSION STATEMENT

P.E.P. is comprised of a diverse group of residents, religious, civic, business and community leaders. The mission of the committee is to promote "Pride In Who We Are" within the City of Pleasantville. The goal of the committee is to create and implement initiatives to rejuvenate community spirit.

Our committee pledges to:

- * Facilitate initiatives by creating collaborative endeavors to promote projects for our business districts.
- * Generate ideas and plans to enhance neighborhood beautification, recreation and social development opportunities.
- * Establish model projects to improve school-community relations during after school programs

To ensure the success of these initiatives our mission will be to work with city leaders, churches and other community organizations. Through networking, we will be able to share ideas, address concerns and implement programs to improve the quality of life in the City of Pleasantville. Members of the committee will coordinate model programs with the Mayor, City Council and Administration.

PROJECTS

- Winter Wonderland
- Trunk or Treat
- National Night Out
- Scholarship and Award Program
- Bring your Child to Work Day
- Read Across America Week
- Thanksgiving Baskets
- Multicultural Events
- Veteran's Day Program
- Memorial Day Program

A Message from the Founder (late Honorable Mayor Ralph Peterson, Sr. 1932-2014)

Recognizing the importance of uniting our diverse population, revitalizing community morale, and enhancing the overall well-being of every resident of Pleasantville, I firmly believe that by implementing a holistic strategy for community opportunities, we can establish a community-based organization that works closely with City Administration to deliver resources in the realms of education, social services, economic development, and recreational activities.

The vehicle developed to ensure the systematic and orderly implementation of these opportunities is the Pleasantville Envisions Pride & Prosperity Committee (PEPP) comprised of all volunteers.



Caption describing picture or graphic.

Inside Story Headline

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 editorial. 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 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

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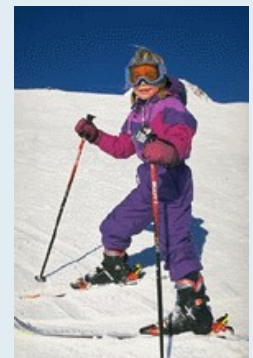
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Organization

Business Name

Primary Business Address

Address Line 2

Address Line 3

Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Business Tagline or Motto

WE'RE ON THE WEB!

EXAMPLE.COM

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.