

## Identification

### Background

Fenham Football Club provides an excellent coaching service to youth players who would like their dream to come true of a becoming a footballer. It is open to boys and girls of the ages between 14 -18. Fenham Football Club has seven training pitches and two main pitches. They also have a clubhouse, which is situated on the right of the training pitches and is open to all. Inside the clubhouse it has a main foyer and bar. With 50 members in each group it is difficult to hand out all the information about upcoming events on time.

The way football club could solve this problem is to have a notice in the main foyer and display upcoming events on the notice board. The problem with this is that the foyer will get overcrowded. Another solution is putting the information about upcoming events on our website; the problem with this is not everyone has access to the Internet. This is where the idea of having an individual newsletter for each member arose so that they receive the information on time.

### Task

A newsletter is going to be produced, to inform the members about upcoming events.

A personalised mail merge letter is going to be produced informing the member about the newsletter.

### User

Mr Adil Saleemi is the user of my project. He has been at Fenham Football Club for 6 years and is now one of the managers. He has lots of experience and is still young.

### Alternative Solutions

Alternative solutions to solving this problem is writing the letter leaving blanks where the details change, then photocopying it and fill in each members details. You could print a universal letter and just use envelopes to address the members. Finally you could use a desktop publishing program and insert the text in the correct places.

The first alternative is good because the letter and the newsletter would be exactly as you want it. The member could lose a copy and ask for a new one this is bad as it will take you time to write out a new one unless you have spares. This would not happen if it was typed and it would be saved so you just have to print one off.

The second alternative of printing a universal letter is good because you can print a copy of the letter and/or newsletter on demand and just label the envelope to the members address. There will be no mistakes in the letter however writing the envelope out could be time consuming.

The third alternative of using a desktop publishing program is good because you can set it out exactly as you want it. You would be able to reproduce a copy of the letter at any time. It would be bad because you have to insert blocks of text constantly, the text might not be lined properly although this would not take long to make it accurate, it would still however be slower than word processing.

## **Justified Solution**

Word Processing is my preferred solution because:

I need important information and the title in the newsletter to stand out. I can do this by using different fonts.

I need to include the football clubs logo and I can use a graphics import to do that.

I need to include the publish date and I can do that by using an automatic date feature.

I need to have straight right and left margins, which I can do this by using the justification button.

The spelling should be correct and of a high standard I can do this by using a spell check.

With 250 members I need to print out personalised letters and I can use mail merge to make this possible.

I need to produce a letter at any time I can do this by using the save function.

## **Objectives**

- Create an A4 sized letter.
- Create an A4 sized newsletter.
- Produce 250 letters that have been mail merged.
- The logo should be clear on both letter and newsletter.
- Have website address and telephone number clearly visible on both letter and newsletter.
- Make the writing of both letter and newsletter 0.5 cm high.
- Make the writing of titles and important information approximately 1.5 – 2.5 cm high.
- Have at least three pictures on the newsletter.
- Make the font of the newsletter Arial.
- Use different colours for important information and the title in the newsletter.
- Have the member's address left aligned and in the top left hand corner of the letter.
- Have 2-3 columns in the newsletter.
- Include details of the member on the letter.
- Backup both the newsletter and the letter onto a disc or hard drive.
- Make sure the publish date is displayed on the letter.
- Try out the mail merge on the letter and the newsletter.