# ASCA State Newsletters: Writing Guide for SCA Leaders

May 2024

Ideas for your leadership letter:

* What is the most important thing your state SCA is working on right now? Why is it important? What do members need to know and what do you need from members?
* What new effort is going on with your association? How will this benefit your members? Why should they get involved, and how can they learn more?
* What is the biggest concern of school counselors in your state right now? What is your association doing to help with this? What resources can you share related to this?
* Considering the theme of the issue, can you share a relevant professional or personal experience? This could be a time when you struggled with a situation or succeeded with a particular approach. You can share something you learned, recognize your own challenges, and even laugh at yourself.
* Have any school counselors in your association (including you) recently won awards or professional acknowledgements?

**Sample Leadership Letters**

We Are Your People: [https://www.schoolcounselor.org/Newsletters/January-2023/Leadership-Letter-We-Are-Your-People!?st=WY](https://www.schoolcounselor.org/Newsletters/January-2023/Leadership-Letter-We-Are-Your-People%21?st=WY)

Y’all Means All: <https://www.schoolcounselor.org/Newsletters/March-2023/Y-all-Means-All-Inclusion?st=GA>

Finding Our Purpose, Sharing Our Gift: [https://www.schoolcounselor.org/Newsletters/January-2023/From-the-Chair-Finding-Our-Purpose,-Sharing-Our-Gi?st=CA](https://www.schoolcounselor.org/Newsletters/January-2023/From-the-Chair-Finding-Our-Purpose%2C-Sharing-Our-Gi?st=CA)

With Firm Resolution: <https://www.schoolcounselor.org/Newsletters/January-2023/President-s-Letter-With-Firm-Resolution?st=MN>

Take the Risk: <https://www.schoolcounselor.org/Newsletters/Sept-2022/President-s-Letter-Take-the-Risk?st=AR>

Practical Suggestions for a Successful Start: <https://www.schoolcounselor.org/Newsletters/Sept-2022/Practical-Suggestions-for-a-Successful-Start?st=ME>

5 Steps to Set Priorities: <https://www.schoolcounselor.org/Newsletters/September-2021/President-s-Letter-5-Steps-to-Set-Priorities?st=ME>

Four Leading Questions: <https://www.schoolcounselor.org/newsletters/march-2020/from-the-chair-four-leading-questions?st=MO>

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