



Writing a Good Newsletter

Newsletters are one of the most effective communication tools. Benefits include:

- Increased member involvement;
- Enhanced fundraising potential; and
- Increased profile of the group.

Planning Your Newsletter

Purpose	What is the purpose of the newsletter? Why do it?
Target audience	Who is this audience? What is the target demographic? (Likes, dislikes, etc)
Distribution	Hardcopy or Electronic? How many do you need - Number?
When	Draft a schedule – when will it go out? Will it run weekly, monthly, quarterly, etc?
Content	What kind of content should you include - News, ads, sponsors, president's report, profiles, features, activities and events?
Look	How will it look? Colours, logos, layout.
Budget	Don't forget to factor in cost? Do a budget. How much will it cost to produce and distribute?

Tips

Think ahead	Create an editorial calendar – including: Content Deadline; Printing Deadline & Mail-out Deadline
Don't start from scratch	Approach members and other stakeholders (for example: local businesses, schools, other groups, etc) for stories, news and events.
Write in third person	Avoid writing in the first person, for example: I/my/our. Writing in the third person is reader-friendly.
Less is more	Keep text short and simple – don't fill every inch of space with text, photos and graphics. Readers generally only read headlines, captions and the first paragraph of a story. So, keep story items short.
Don't Forget ...	Seek out a Newsletter Editor (professional for larger organisations or advertise for a volunteer editor for smaller organisations). Always list the board or committee in your newsletter. Consider including a Membership or Donation tear-off spot.

DISCLAIMER

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