



## Getting Started with e-Newsletters

### *First things first...*

#### **Reasons for creating a newsletter:**

- 🌰 Helps develop a stronger relationship with readers
- 🌰 Develops a style & personality for org
- 🌰 Promote upcoming events
- 🌰 Recap & summarize past events
- 🌰 Reminds readers of your organization, offerings & website
- 🌰 Send many bits of information in one email verses many
- 🌰 Provide relevant news stories or articles

### *Keep it short and simple...*

#### **Making subject lines stand out:**

Aim to not make your newsletter subject line “‘Month’ issue of ‘name of newsletter’”. That is very boring and asking to get deleted by recipients over time. You need to have a subject that lets reader know they are going to learn, see, or hear something new and appealing to them. In as few words as possible tell them what they don’t already know. Tell what will benefit the reader not what features are important to your org. Look at your emails and think about which ones you open and read.

### *What’s on the inside...*

#### **Content:**

Keep it short, simple, and easy to scan. Always assume your reader is pressed for time. Most people do not have time to read the entire thing, so make sure your topics stand out. Like a newspaper, your readers may have sections they prefer to read. Make it easy for them to find each section. Also be sure readers do not have to click too many times to get to what they are looking for.

#### **Sound like a friend:**

The reader wants to have a stronger connection with your organization if they opted to receive your newsletter. Write as if you know them personally. This newsletter is supposed to bring the reader closer to the organization by offering them information they may not get otherwise. They would rather get their information from a friend than another ‘xyz’ organization.

### *Give them more...*

#### **Link to landing pages:**

Although your newsletter may contain small blurbs of important information, you want to make sure your reader has the option to find out even more. If you summarized an article, provide a link to the article. You can list events in your newsletter, but make each a hyperlink to your site for more information or to a sign up page.

#### **Archive old issues:**

Keep old issues of your newsletter archived on your Web site. This way people can refer back to old issues and prospective readers can see a sample of what they can expect from your newsletter.

### *Look to others for example...*

#### **Sample newsletters:**

- 🌰 <http://www.patrontechnology.com/elearning/newsletter-ee0609>
- 🌰 [http://www2.aspc.org/site/MessageViewer?em\\_id=61984.0](http://www2.aspc.org/site/MessageViewer?em_id=61984.0)

For more information or help regarding e-newsletters contact: [RHowe@TheNonProfitPartnership.org](mailto:RHowe@TheNonProfitPartnership.org)