



How to Start a Newsletter for Your Organization

WHAT IS A NEWSLETTER

A newsletter is a printed or electronic document which is a great way for an organization to keep members and supporters informed about news, events, and other important updates.

STEP-BY-STEP GUIDE

1. Determine your Target Audience

Before you begin creating a newsletter, it's important to know who you're targeting.

- Who is your organization's audience?
- What type of information are they looking for?

Knowing this information will help you to create content that is relevant and interesting to your readers.

2. Choose a Platform

There are many different platforms available for creating and distributing digital newsletters.

- You can choose from email marketing services such as Mailchimp, Constant Contact, or Campaign Monitor, or a web-based service such as Substack or Ghost. These platforms can range from \$0 to \$45.

3. Define your Content Strategy

What kind of content do you want to include in your newsletter? Will it be news and updates, event information, stories, or a mix of everything? Define your content strategy.

- It would be helpful to create a calendar to help you stay organized and plan ahead. This can be in a Word or Excel document tracking dates.



4. Create a Template on the Digital Platform You're Using

Your newsletter should have a consistent look and feel. Create a template that includes your organization's branding and is easy to read and navigate.

Tip: Choose a format for **each item** in your newsletter!

- Will you use 100 word paragraphs that serve as an overview of the issue, or use the first paragraph of a blog for folks to click on to read in full on your website? Perhaps you just want to provide a list of key links on your website with their page titles.
- Determine how long you want each section of your newsletter to be before you start writing so it's intentional when reaching your goals and the format is consistent with each issue.

5. Collect Email Subscribers

Start building a list of subscribers for your newsletter. Encourage people to sign up through your website, social media channels, and events. If you're paying for an email platform, make the subscriber form through them too.

6. Create your First Issue

Once you have your platform, content strategy, template, and subscribers, it's time to create your first newsletter. Make sure to proofread your content.

Tip: Email yourself a test newsletter (or print one copy) before sending it out to your subscribers to ensure everything looks the way you envisioned it it will and is easy for the readers to follow along.

7. Send your Newsletter Regularly

A regular newsletter schedule can help keep your subscribers engaged, informed, and anticipating your next issue. Determine how often you'll send your newsletter (*weekly, bi-weekly, monthly*) and **stick to that schedule**.

8. Track your Results

Use your platform's analytics to track your email newsletter's open rates, click-through rates, and other metrics.

- This will help you understand what's working and what's not, and make adjustments to improve your newsletter over time.



MOCK NEWSLETTER STYLES

Example 1

Send an email announcing that your latest newsletter is available on your website.

- Readers can click on the link in the email and access the issue published there as one long webpage, posting each article/item on the same page to read.

Example 2

Send an email with an excerpt from each section of your newsletter and a link to read the whole newsletter on your website.

- Readers can click on the link in the email and access either the rest of each article on a different webpage or the full newsletter on one webpage like Example 1 suggests.

Example 3

Send an email with the titles of various articles on your website and hyperlink each article in the email for folks to read in full on your website.

- Readers can click on the link in the email and access all of the articles published there.

ADDITIONAL RESOURCES

- The Power of a Printed Newsletter
https://www.myprintsouth.com/resources/blog_articles.html/article/2018/07/31/the-power-of-a-printed-newsletter
- Why You Should Be Sending Out a Print Newsletter
https://www.americanbar.org/groups/gpsolo/publications/gpsolo_ereport/2022/july-2022/why-you-should-be-sending-out-print-newsletter/
- The 7 Advantages of Having an Email Newsletter
<https://compose.ly/content-strategy/advantages-of-having-a-newsletter>