



BlackBallotPower

Newsletters

Newsletters? Do people really read them?

The use of email, social media and on-line mailing services (such as Constant Contact) work well for immediate news, reminding people about meetings.

So why take the time to write a newsletter? A newsletter is about relationship-building. It is particularly helpful with your donors and donor prospects.

- ✓ It is not piecemeal and therefore shows more depth.
- ✓ It is surprisingly good at raising money as people read more thoroughly what you are accomplishing.
- ✓ It is easy to showcase your impact.
- ✓ It is a good vehicle to clarify your positions on issues.
- ✓ It is a way to comment on something in the news that reflects your work, even though you are not mentioned in the news.
- ✓ It shows the impact of your work, especially through a story.
- ✓ It can include the op/ed your local paper never printed.

If you keep them short, distribute them both by internet and in the mail, you will develop a wider audience for your work, while you are updating those who are already involved with your organization.

- Keep it short. No one has time to read through 8 page newsletter anymore. Try two to four pages.
- Talk up the 3 most important things you want to communicate. Were you victorious? Is there an important upcoming meeting? Were you awarded a matching grant? Have you started a new campaign? Do you want to clarify your position on an issue?
- Make the format interesting. Use photos, images, quotes, etc. to break up the text.
- Separate topics clearly.
- Tell a story, interview a donor and/or someone well known who shares your interest

Possibilities for distributing your newsletter:

1. Use the wide variety of on-line sources.
2. Pass them out at meetings.
3. Mail to your donor list.
4. Ask local churches, synagogues and mosques to hand them out.