

WHAT?

Let's dive deeper into the building blocks of your newsletter:

CONTENT STRATEGY:

- Tell stories that demonstrate the impact of your organization
- Stay focused, and remember your objective



Golden Rule #1:
90% educational, 10% promotional

- Create an editorial calendar to help manage your content and timeline
- Include first glances of new material to reward your subscribers
- Promote recent and upcoming news and publications

MISE EN PLACE:

- Use a newsletter name that reflects your core message or work
- Come up with creative email subject lines that will help draw in your audience
- Use templates and consistent formatting
- Note: Pictures say a thousand words, and white space is good space



Golden Rule #2:
Each article should have a headline, and every photo should have a caption

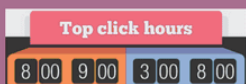
- Offer one call-to-action. No more, no less
- Create a visible tab for your readers to subscribe to further newsletters
- Insert hyperlinks to full articles on your website

WHEN?

We all know that 10 p.m. is prime time for Instagram "likes," but does the same apply for newsletters?



Did you know?



Check out this **easy-to-follow guide** created by GetResponse that offers data research on the right time to post for maximum engagement.

HOW?

You've sent out your newsletter, but now it's time to **track** it. Let's take a step back, and remind ourselves why we chose to do a newsletter.

Did it achieve the objective you identified in the "Why" section? Ask yourself:



Did it fill the gap we originally hoped it would?



How many people visited your website?



How many clicks or social interactions did you gain?



At what time were people more likely to open your newsletter?



Remember to measure the not-so-great things too, like unsubscribers and bounces.

ADD'L RESOURCES

- Editorial calendar
- Newsletter examples
- Newsletter writing tips



SOURCES

- Vanessa Chase Lockshin/*The Storytelling Non-profit*
- Christina Walker/*Writtent*
- Ginny Soskey/*HubSpot*
- *Marketoonist*

For more of CEF's Storytelling is Serious Business - Online Toolkit, please visit: <http://bit.ly/1Mudn79>
cef@wilsoncenter.org



/ChinaEnvironmentForum



@wilsonCEF

