

# NEWSBETTER: BUILDING YOUR BEST NEWSLETTER



Consider this as another piece of your storytelling toolkit. Your punchy social media, storytelling voice will come in handy as you curate content for your newsletter.



The key to a good newsletter takes us back to our middle school English class, leading us to ask...

## WHO? WHY? WHERE? WHAT? WHEN? HOW?

### WHO?

Understanding your audience is fundamental to communicating your message.



### WHY?

Creating a newsletter requires a great deal of internal support. Research the types of newsletters circulating in your field and evaluate if your newsletter would fill a gap and help your organization.

Newsletters can be an integral part of your communications strategy. Here's why you might want to consider it:



#### Expand push marketing.

Newsletters can directly reach your existing audience and inform potential funders.



#### Build content strategy.

The newsletter should link articles or relevant work your organization is doing, which helps search engines rank you as a leader in your field.



#### Engage with your audience.

Newsletters offer you a concise way to communicate and engage, as well as offer an opportunity for further action.



#### Demonstrate accountability and stewardship.

Write stories that show concrete examples of the innovation and impacts of your projects.

### WHERE?



E-newsletters may be sent once, but they should be archived forever. Create a section on your webpage where you have a collection of your newsletters.

