



Practical Resources for Community Groups

CHECKLIST 11

Creating Successful Newsletters

Make sure you...

- Use a professional looking design and layout. Your newsletter gives people a first impression of your entire organisation – so make sure it's a good one. There are plenty of free templates and software available online.
- Ask people how they would like to receive your newsletter. Some people have a definite preference to receive hard copy versions, where as others prefer updates in an electronic format. If you want them to read it, make sure it is in the format they want to read.
- Include information that is relevant, up to date and interesting. Keep in mind whom your readers are, and what they would be interested in. Always include a story or tip that gives people a reason to keep your newsletter stuck to the notice board.
- Provide feedback about what has been happening in your organisation including statistics about services, clients, fundraising and large scale projects.
- Give readers a human insight into your organisation by including at least one big success story about a client or member. Human stories make your organisation easier to relate to.
- Remind people what your organisation is all about. Use your newsletter to let people know what your goals and visions are for the future. When people see the big picture, it helps them put everything you do into perspective.
- List upcoming events, activities or fundraisers that you need support for, and be specific about the type of support you require. People are usually more willing to help if they know exactly what they are getting themselves in for.
- Include a wish list for your organisation – even if some of the wishes seem a little absurd. You never know what your members or supporters have access to, and if you don't ask, how will they know what you need?
- Give people the opportunity to donate by including a donation slip in every newsletter. For best results, make sure you include tick boxes for specific amounts so that people have an idea of what you think is reasonable. If you leave the slip blank, people worry about how much to give, and end up giving nothing at all.

For more useful information visit www.exult.co.nz and sign up to be an Exult Network Member.
The Members Area is full of articles and templates and it's completely FREE!

For more information about Exult and the services it provides for community groups, email kerri@exult.co.nz