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## **7 Tricks for an Effective Newsletter**

Do you take time to create newsletters with interesting and relevant content? A newsletter is a communication tool that shouldn't be neglected to help build a loyal donor and volunteer base, as well as to acquire new supporters. It can quickly become an essential tool for your organization if used strategically. Here are a few tricks to ensure your newsletter is read and appreciated by your subscribers.

### **1. Inform your subscribers, but don't "sell" your cause**

Of course, the ultimate goal of a newsletter is to obtain some form of engagement from your subscribers. But you have to convince them to get involved with your organization without directly asking them to make a donation, to buy tickets for a golf tournament or a benefit dinner. Use subtlety! If they constantly feel solicited, they'll simply unsubscribe.

Inform your subscribers of what's happening within your organization, talk about upcoming activities, fundraising results, thank them for their participation, but most importantly avoid direct solicitations. Your subscribers want to be informed so create content that will do this. You're the specialist in your field!

### **2. Creating interesting and relevant content**

Essentially, it's your content that will allow you to maintain loyal followers. It must be informative, but interesting at the same time. This is how you'll stand out from other organizations. Here are a few content ideas :

- New services offered by the organization;
- News related to the organization (new employee or volunteer, special recognition or honour received, renovations, statistics, etc.)
- Interesting articles (from a blog, media, news) always aligned with the mission;
- Training offered by or completed by employees;
- Testimonials from service users, volunteers, employees;
- Graphics that present statistics from your field;
- News from the philanthropic sector;
- Past or upcoming events;
- Results obtained from a fundraising campaign or activity.



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Use short sentences and paragraphs and redirect your readers to your website. Avoid spelling and grammatical errors!

Place the most important information first and vary the content from one edition to the next. Focus on a maximum of four to five news items.

### **3. The most important element: your newsletter's title**

The title is what will convince your readers to open the newsletter. It's important not to neglect this! Select a short, catchy title that summarizes the main idea behind the message. Pique the curiosity of your readers and use imperative sentences and verbs. For example: "Learn about the people at the heart of the organization!" or "Discover how many kids we helped this year thanks to your support!".

Also, make sure the organization's name is visible in your readers' email inbox so they don't mistake it for junk mail.

### **4. Create a professional looking newsletter**

You know how important first impressions are! You have to look professional because your newsletter is a reflection of your organization. Several software programs exist to help you create visuals, such as Mailchimp (which is free until you reach 2000 subscribers) and Cyberimpact.

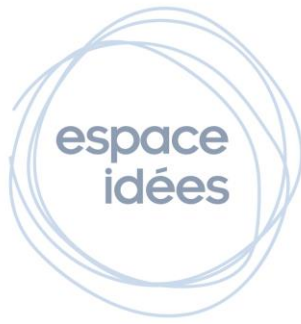
To further demonstrate your professionalism, be consistent in the production and delivery of your newsletter. If you decide to send one each month, respect this commitment.

### **5. Test the look of your newsletter on different platforms**

Most of your subscribers will read your newsletter from their mobile phone or tablet. That's why it's important to check different platforms (mobile and tablet) to make sure your visual is readable and well positioned. Take the time to send yourself some test emails and use the "Preview" mode on software.

### **6. Consent and unsubscribing**

Ensure you obtain consent from all those to whom you send your newsletter and offer a way to unsubscribe in order to respect the anti-spam law.



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## **7. To increase subscribers**

To increase the number of subscribers to your newsletter, promote it as much as possible. Add a subscribe link on your social media, email signature line, website, donation form, etc. You can also do some direct prospecting during events, conferences, training sessions, or other networking activities to promote your cause.