

Tips for... Producing a newsletter

A NEWSLETTER MUST BE DYNAMIC, VISUALLY APPEALING, AND WELL-STRUCTURED

A newsletter is a periodic information bulletin sent by email. It can be used to provide information on the progress of projects, give updates on the latest news and highlight a project's impact. It is generally sent in a regular format (it may be weekly, monthly, or quarterly).

ASSESS NEEDS

A newsletter must be carefully thought out and objectives and targets must be defined for this communication tool before its publication to ensure it adds value.

INFORM THE DONOR

You must inform the donor if planning to launch a newsletter; it is one of the tools listed in the communication strategy.

Your newsletter must feature the logos of financial partners and donors.

CHOOSE A DISTRIBUTION PLATFORM

By using a distribution platform, you can configure your mailing lists, ensure that emails are displayed correctly in all inboxes, and prevent them from ending up in spam.

Some examples of free and easy-to-use newsletter distribution platforms: Brevo, Mailchimp, MailerLite and Benchmark Email.

ENSURE COMPLIANCE

It is essential to ensure that the newsletter meets GDPR compliance requirements: inform users about the use of their data, give them the option to unsubscribe, and only collect necessary data.



GENERAL TIPS

- Use a professional domain name for the sender.
- Check how your newsletter appears in Outlook, in particular.
- Include a web version of the newsletter to avoid issues with downloading images.