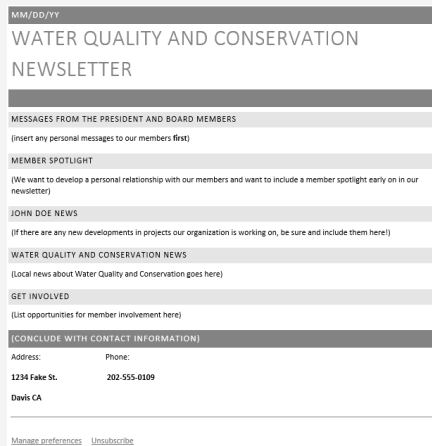


Newsletter template



Use a simple, streamlined format

Our company uses ezhtml5design.com to format our newsletters. We give you access to the template we use for our newsletters as seen above. If you do not have access to this document, email Jamie at JStirner@JDwater.com

Sometimes we would like to include or exclude the elements shown here besides the header and contact information. Because our format uses the same text size for headings and body text, this should not be difficult to modify and is integrated into our base template.

Use relevant images along with your text. Not stock images! Include a photo of the board member who wrote the introductory message. Include relevant photos from the news, photos of our projects and who worked on them, or other relevant photos.

Bold important information and subtitles within the established sections.

Keep it personal

Write as though you are writing to a single person. In lieu of a message from one of our board members or the president, you're in charge of the introductory statement! It will start looking something like this: Hi, [First name goes here] [Your first name goes here], here. Then introduce our member to a few highlights of the content of the newsletter in 1 to 3 sentences.

Keep your tone conversational and friendly, but remember to avoid slang our readers may not be familiar with.

Use contractions and keep your writing loose.

You can also use Hemmingway Editor to see what reading level you are writing at and maximize your writing's readability.

Make the subject line interesting and informative—Use key words that reference the most interesting things we have been working on.

Introduction to newsletters

Newsletters can be used to share a wide variety of information, and are generally used to keep subscribers up to date with information about projects, sales, news, and opportunities associated with an organization or company.

Our company used newsletters to inform our members about our projects and make them feel like they are part of our work.

For this reason, our standard newsletter includes a message from a board member, a member spotlight, news about our recent projects, local water quality and conservation news and information on how to get involved with our work, but this format may vary when necessary.

Our format includes a large header to that the reader understands what they are reading right away and concludes with our contact information for anyone who finds themselves wanting to get more involved with us.

We don't want to be pestered with emails asking how to unsubscribe—therefore it is important to include a clearly marked unsubscribe button at the very end of the email.



By **mlawrence**

Published 27th May, 2021.

Last updated 2nd June, 2021.

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Proofread, proofread, proofread!

Be sure and proofread your newsletters thoroughly. I recommend having a colleague look over them, but an online proofreader will work in a pinch.

Your newsletters will be reviewed by Jamie before they are sent out to our subscriber list.

Send it out to a small batch of our subscriber list first. This way, they can catch small errors before you send out the newsletter to everyone

Since you don't have any training on this, we expect you to have questions so please reach out and seek out feedback! The feedback you get from Jamie on your newsletters is also very important, so please try to learn from the corrections you are required to make.



By **mlawrence**

cheatography.com/mlawrence/

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