

# Thinking of starting a newsletter?



A newsletter conveys news and also creates a sense of identity. Cezat Creative Resources has more than 20 years experience producing newsletters, and offers these tips on what newsletters can do for your organization.

## WHAT'S YOUR PURPOSE?

A newsletter becomes your megaphone with news about events, people and your mission or goals. It's an informational tool, but also a subtle sales tool. The more your target audiences know about your organization, the more likely they are to use your services or recommend them to others.

## WHO'S YOUR AUDIENCE?

Are they donors, supporters or potential clients and key referral sources? Newsletters are frequently shared, which reaches a broader audience. To encourage this practice, make sure your content is rich with industry news, facts and tips, lists of resources, and when and how to use your services.

## START WITH GREAT CONTENT

Content development is critical. Each issue should contain stories relating to specific categories, e.g. services, staff, events, new technology, trends and human interest stories (how people use your service). Identify a staff liaison to provide information to the writer, who will supplement it with industry research.

## SHOW AND TELL

Photos add personality to your newsletter. Stock photos are nice but have a tendency to show up in other companies' publications and ads, which dilutes their impact. When possible, use original photos of people, places and events. Don't use photos that are not in focus or have too many people crowded into the shot. We can take photos or arrange for high-end photography (depending on your needs and budget).

## PROMPT AN ACTION

Your newsletter should contain a call to action: typically a phone number or website that gets people to take the next step, bringing them closer to your service. Measure the effectiveness of your newsletter after each issue and conduct a formal survey (online or postcard insert) once a year.

## DISTRIBUTION CHOICES

Newsletters can be mailed, placed at various community locations, and given out at events and exhibits. A newsletter can be saved as a PDF file so you can e-mail it or post it to your website. E-newsletters are e-mailed and open seamlessly as a colorful block of text and graphics. They can be forwarded and capture reader responses. We use popular web-based services to distribute e-newsletters and conduct readership surveys.

## LET'S GET STARTED...CALL OR E-MAIL US TODAY

Cezat Creative Resources handles writing, design and layout. We use high-quality resources for printing and delivery. We are skilled at interviewing, researching, proofing, designing and "packaging" your message. The end result: a convincing, compelling and completely cool newsletter that will delight your audience.

Strategy, writing and design