

# CREATING A NEWSLETTER

Your Supporters Want To Read

## SEND PRINT & DIGITAL

Both are an important part of your media strategy each month.



## TELL A STORY

You are always competing for people's attention. Get and keep their attention by telling a compelling story that matters.

Share something meaningful:  
1) how someone's life was changed  
2) how you served the community

## FOCUS ON THE MINISTRY

Your focus should be on the ministry and the people you serve. Keep reminding people why it is important to support this ministry.

Your supporters care about your family, but unless there is a pressing need, keep those updates brief.



## SHARE THE DETAILS

Friends, family and churches — they all want to learn more about your ministry. Help them understand with specifics.

What can you share?  
1) stats about the need (for example, 70,630 drug-related deaths in 2019)  
2) stats about your ministry (number of salvations and Holy Spirit baptisms)

## SEND CONSISTENTLY

Send email newsletters once every month. Do not send more frequently unless there is an urgent update or need.



## RESOURCES

Chalk Line ([chalkline.org](http://chalkline.org))  
Print newsletter templates at a discounted price, prayer cards, magnets and postcards.

Mailchimp ([mailchimp.com](http://mailchimp.com)) and Brevo ([brevo.com](http://brevo.com))  
Free newsletter services.