



Email newsletters – standing out from the crowd

Engaging with your supporters via social media is a great way to communicate your latest activities with style. Regular updates help to build relationships with your supporter community, and encourage those all important donations.

So, what do we recommend to get you started?

Design an eye-catching template

Design is all important, so make sure you have an eye-catching template. We recommend something simple and stylish that helps to communicate the personality of your charity. Make sure that content is clearly divided up within the template, and all links are included in obvious places, so it's crystal clear when you're directing readers to other sites.

Personalise your subject line

The subject line should flag up the most interesting story in your newsletter, and let the reader know how the story is relevant to them. Make sure you take the time to create personalised subject lines and greetings for different audience groups. In the same way, make sure the email is sent from a person's email address rather than a generic email address – choose someone they'll recognise, if possible.

Create engaging content

The content of your newsletter should be interesting and relevant to your target audience, and focus on wider issues as well as news and views from your charity. For every story ask yourself: How will this interest my audience? Why would they want or need to know this? Offer some really good nuggets of information that'll be useful or interesting to read. Great content will keep readers coming back for more.

Interact with readers

Invite a response to key stories or even consider starting a conversation online by adding links to your social media pages. Ask readers if there's anything they'd like to see more or less of, and make it clear you value their opinions.

Measure and evaluate

Track your results and see who's reading what, when. You can always experiment with the time you send e-newsletters, or modify your content, based on what's most popular. Evaluate your e-newsletter campaigns regularly to see if there's anything you could be doing differently to achieve greater success.

For further information on creating and sending e-newsletters contact: CJ Association Management, Peershaws, Berewyk Hall Court, White Colne, Colchester, Essex CO6 2QB

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