

Newsletter Guideline

It's easier to keep a partner than to find a new one. Staying connected with your partners is crucial to keep the relationship strong. One of the best ways to do this is a regular newsletter done well.

What To Include

Changed Life: Your partners want to see that lives are being changed through your ministry.

Discipleship: Show your partners how you are making disciples of Jesus in all that you do.

Family: They want to see that you care about your family and you enjoy life without excess. Include a family picture and your names somewhere on your newsletter.

Prayer: Most partners want to know how to pray for you. Include praises and requests.

Pictures: Include a picture for each of the above items.

Giving: Clearly include a link to payments without making it front and center.

Mission: Clearly and simply state what your mission is.

Newsletter Basics

- Send one often enough to be remembered but not too often to be annoying. (1x/month is ideal)
- Don't load your newsletter with tons of details. The average person will spend a small amount of time skimming (except for your Mom). Keep your words few and powerful. Can they get through your whole newsletter in less than 1-2 minutes?
- Have a catchy tag line that will make recipients want to open it. However, don't mislead them with your subject line either.
- If you can't find a good story to include, use one from your teammate. Just don't overdue this part.
- Your partners have to budget as well. They expect you will plan ahead for expenditures. They are happy to help you with needs on occasion but when this becomes a habit, they grow weary of constantly bailing you out.
- Mass communication is to share some stories and information. It is not for support raising. That should be done one on one. Direct phone calls should also be done at times, not relying solely on the newsletter.
- Make sure you are representing your mission with your logo and proper branding.
- Make sure the newsletter will look good on a cell phone. 75% of Americans say they check their email on their cell phone.
- Use media when possible to explain things further. Link to a video you made, your Facebook site, or your personal website that goes into more detail about a story.
- Write about what God is doing, not what you are doing. Make sure your activity leads to transformation and you aren't just sharing about the programs you are running.