Newsletter Template

Newsletters are a great way to keep your network of followers and supporters updated on your work. You can use your newsletter to tell a story about your advocacy campaign effort. Here are some types for structuring your newsletter and some of the content that you use:

*Structure*

* **Catch the reader’s attention** - You will want to begin with a piece of data, a quote, or some additional narrative that will encourage the reader to keep working through your newsletter. Your reader is likely receiving updates and information from a number of different civic groups, so try to think of an opening that will keep your audience reading.
* **Provide an update on the status of your advocacy effort** - One of the primary roles of the newsletter is to let your supporters and contacts know how your campaign is going. Make sure you include some updates about the work. What successes are you seeing? While you want to be factual and transparent in your newsletter, it's best practice to write using an optimistic tone. Outline some of the initial wins that you’ve had (even if they are small), but still keep the tasks ahead super clear.
* **Include some perspective from the field** - Provide a quote or narrative from someone involved with your advocacy effort. This is a great tactic for getting more people engaged in your newsletter. As we’ve discussed, individuals are motivated by stories, so if you can share the stories of the people involved with your advocacy effort, you can bring more people into the work.
* **Outline a way for readers to engage with your campaign** - At some point in the newsletter, you want to give your readers an easy way to engage in your advocacy campaign. Make sure you have a clear call to action for the readers to follow after they’ve read the newsletter. It can be good to highlight the calls to action so that if someone is skimming the newsletter, they will be able to quickly see how they can advance your advocacy work.

*Additional Tips*

* Keep your newsletter clear and concise. It’s very likely that readers are receiving a number of different newsletters for their social causes, so you want to make sure your readers can get through the content quickly.
* If you have access to a newsletter tool, these can be helpful. [*Emma*](https://myemma.com/) and [MailChimp](https://mailchimp.com/grow-with-mailchimp/?ds_c=3Q_AOC_Google_Search_US_EN_Brand_Acquire_Exact_MKAG_US&gclid=CjwKCAjw6fyXBhBgEiwAhhiZsnQIcLCqD1jZWh_d9NfgyyLRrNjHyYPUdrokH-sqlszQwQXIkggZThoCifMQAvD_BwE&gclsrc=aw.ds) are just two popular options for email marketing tools that can help you send quality newsletters. These tech tools can help with the formatting of your newsletter. Additionally, they allow you to easily create and manage your list of people who receive your newsletter.