

Producing your own Fundraising Group newsletter

Producing a newsletter to highlight your group's activities, successes and upcoming events can be a great way to increase awareness and support. This guide gives a general overview of how to produce a newsletter and will help your group maximise the potential of the newsletter.

Why should our group produce a newsletter?

A newsletter can be a great way of distributing information and promoting your group to helpers and supporters in the wider community. It can help recipients feel connected and engaged with the group.

What should we include in the newsletter?

Your newsletter should be all about your group – it could include a thank you message to everyone who brought along cakes for your Tea Party, information on tickets for an upcoming event, as well as an update on the money raised from a recent supermarket collection.

Depending on the frequency of your newsletter, it will probably not be suitable for time urgent messages, for example if you need collectors for the following weekend.

Who should produce the newsletter?

The newsletter doesn't have to be written by just one person – you can take turns within the group to give everyone an opportunity to contribute. To keep the style consistent over time, you might like to nominate an 'editor' within the group, who can also take responsibility for receiving content from others. The newsletter should be written or edited by a member who has a good command of English, grammar and spelling.

How often should we produce a newsletter?

This is entirely up to your group. Whatever the frequency, your newsletter should be regular so readers know when to expect their copy – you will find they look forward to it! Your group might like to consider producing a quarterly newsletter, or if you hold events very regularly, you might find that monthly suits better.

How can we produce a newsletter?

The newsletter can be produced using Word and then converted to pdf format for easy emailing and printing. Print in colour if possible – a local printing company may be able to print you copies for free.

Top 10 tips for a successful newsletter

1. Keep content concise, to a maximum of two sides of A4.

2. Keep content varied with a mix of information and news.
3. If including website links, shorten them for neatness. www.tinyurl.com and www.bitly.com can help with this.
4. Include photos of the group at recent activities.
5. Avoid Marie Curie jargon – remember, your newsletter may well be read by supporters of the group who don't know as much about the charity as you do. Use the Fundraising Group handbook for clear messages.
6. Proofread before distributing and ensure you follow data protection procedures before sending (for example, using bcc when emailing to avoid displaying recipients' email addresses).
7. Invite and accept feedback on the newsletter. Is there anything readers feel there is too much of, or is anything missing?
8. Distribute whenever you can – both by email and also when out and about in the community, for example when picking up a collection tin.
9. Keep the tone informal and friendly – the newsletter could well be read by a potential group member.
10. Always thank contributors to and supporters of the group.

If you need any help with producing a newsletter, please speak to your Community Fundraiser and refer to the Fundraising Group Handbook or online area.