



Corande Publishing, LLC

Getting Started

With e-Newsletter Services from Corande Publishing

Corande Publishing
March 2010

Getting Started with E-Newsletter Services From Corande Publishing

After partnering with Corande Publishing by executing a standard services agreement, there are specific steps that are recommended in order to get your organization's monthly e-newsletter off to a smooth start. The following recommendations can help make your e-newsletter launch both smooth and successful.

Select a primary contact person for your organization.

This individual will be the primary contact between Corande Publishing and your organization. They will forward your monthly content to the email address provided in Microsoft Word compatible format along with any pictures and accompanying text.

Set up a dedicated email address for your e-newsletter.

You will need to set up a dedicated email address for your e-newsletter. This address will serve as the source email for your e-newsletter and consequently the address that will receive any communications from supporters who hit the "reply" function to comment or make suggestions on their e-newsletter. This address should be checked regularly by a designated party in your organization, usually the primary contact person. We recommend the use of an impersonal but recognizable address such as: *news@"your organization".org., or newsletter@...*

Get the word out to current supporters and members of your organization.

As soon as Corande Publishing provides you with an online subscription link, place it prominently on your website (we can provide a simple graphic upon request) and begin promoting it in every publication and correspondence. You can actually send the link out electronically via email to all current supporters, clients and members of your organization. Encourage them to subscribe by "clicking" on the link and to share the free subscription with friends and family. Important Note: In order to comply with Federal "Can Spam" regulations, our system is an "opt-in" system which essentially means that your subscribers must voluntarily subscribe. You may gather subscriptions online through your website and correspondence. You may also gather subscriptions at meetings and gatherings using physical subscription slips or sign-up lists. When physical subscription slips or lists are gathered, they may be submitted to Corande via email in an Excel or Text format, accompanied by a brief description of how and where they were gathered. You cannot subscribe your members without their permission.

Determine how much and what kind of content you intend to publish monthly.

We recommend an average of five or six articles of approximately 300-500 words along with a photo or illustration however it is your newsletter and your decision. Some tips to remember:

- The old saying "a picture is worth a thousand words" is true and we all know it. A shorter article with a picture or illustration arouses more interest from your readers than a lengthy article without one. Every article doesn't require a photo but attempt to include some photos in each issue.

Getting Started with E-Newsletter Services From Corande Publishing

- Remember that your newsletter is an email document where brevity has value. Think of it as a collection of condensed reports, not a magazine article. We can always link a condensed article to a full article on your website if provided the address. It is better to start small and grow as you get the hang of things, than it is to start too big and be forced to retreat.
- It is more important to furnish approximately the same overall quantity of material than it is to furnish the same number of articles. If you have four longer articles one month and six shorter articles the next month it will not pose a problem. We try to look at the newsletter from the perspective of an overall quantity of content, because one of our goals is to maintain a consistent visual balance between content and advertising.
- Plan your regular features, like an events calendar, a message from the President, etc as well as special reports and photos of recurring seasonal events like “walks” or “polar plunges”. Laying out a plan in advance simplifies matters and makes the idea of filling a newsletter less intimidating.
- Include useful information that has value to your readers. For example, if I were creating an e-newsletter for an organization fighting diabetes, I would regularly include a delicious and easy recipe for diabetics. That sort of information has a tendency to “grow legs” as readers forward the email with the recipe to friends. By including a subscription link in every e-newsletter (a standard feature we provide) those recipients can easily obtain their own free subscription and get next month’s recipe or tip in their own mailbox.
- Remember that your e-newsletter is for your rank-and-file supporters, not your staff. It is fine to recognize staff members occasionally, but you don’t want it to become the theme of your newsletter. Your objective for your newsletter is to engage your supporters and recognize their support, your programs, and especially your success stories.
- Emphasize your successes. It is not an accident that most news broadcasts contain human interest stories, often leading with one. Audiences love them, and they love success stories. Everyone wants to be associated with a winner. Don’t make the mistake of falling into a pattern that only trumpets needs. Use your newsletter to show your supporters how your organization is succeeding. If all you highlight is the needs, your supporters may not recognize the positive impact you are having. They need to know you are making a difference and that through you they can make a difference as well.

Designate who in your organization will be providing your newsletter content.

Set up a schedule which identifies who will be responsible for generating content and set “deadlines” for it to be submitted to your primary contact. Create an ongoing monthly calendar indicating deadlines and listing planned articles and their source for each issue. Include ongoing monthly activities to build your subscriber base. Your primary contact will use this calendar issue reminders and efficiently collect the content for timely submission to Corande Publishing. (Content delivery requirements are set forth in your services agreement.) Making a calendar is important because the individuals responsible for content must be aware of their responsibility and have it on their calendar. The contact person needs to know what to expect when and from whom so they can remind the content providers before the deadline arrives.

Create a Strategy for building newsletter subscribership.

Building a growing subscriber base is an important activity and some effort should be made each month. Your e-newsletter is both a communications tool and a tool for attracting supporters for your cause. You don’t want to neglect either of these functions.

Perhaps the biggest mistake organizations make is to put up a website and expect the Internet world to immediately come knocking at their door with donations and support. Let me assure you, it isn’t going to happen. There are at any given point in time so much competition for eyeballs on the Internet for literally any subject that unless you take steps to raise your recognition level above the masses you will likely be disappointed in the results. Let me give you an example why: *Type “pet charity” into Google, and you can get eleven million, six hundred thousand results in just over one half second and if you are a pet charity your website is buried somewhere in those results.* The moral of this story is, regardless of your cause, don’t count on the Internet beating a path to your door. unless you are willing to take steps to encourage it. Some simple steps to start with are:

- Use your current e-mail contacts, including the contacts of everyone in your organization to promote the e-newsletter and correspondingly, your organization. Send them an invitation to subscribe explaining that it will help the cause at no personal expense. Encourage them to share the free e-newsletter with friends and family.
- Promote your e-newsletter and website using every communication tool at your disposal. Every letter, flyer, press release and promotional piece should mention either the website or the newsletter and encourage participation. When the earthquake devastated Haiti a cell phone texting application quickly raised huge sums for disaster relief in a short period of time. What made it successful was the television campaign to promote using the cell phone application, not the cell phone application itself. Use every promotional tool available to promote your e-newsletter and make it successful.
- Promote your organization and e-newsletter through online tools such as Facebook, LinkedIn, Twitter, MySpace, YouTube, Blogs, and your organization’s website. Every mention of your organization online adds to your online recognition by search engines, internet users, and social media participants. The latter two groups represent huge, continuously growing pools of potential support which will be vital to the success of your organization. Before you start, do a little “how-to” research. A good source of information online is: <http://www.mashable.com>.

Getting Started with E-Newsletter Services From Corande Publishing

- Along with online resources, there are a number of excellent books on search engine optimization, as well as free tools available from Google to help you. Make it your business to learn some basics and you can substantially increase your visibility. It isn't necessary to hire a consultant to achieve results; a little research and some elbow grease goes a long way.
- Corande Publishing offers a publication entitled: [Guide to Web 2.0 Strategy for Nonprofit Organizations](#) available in the Web 2.0 Resources section of our website: <http://www.corande.com>. This guide provides a general overview of the use of web 2.0 tools including social media to raise your organizations visibility on the Internet and build support.

Keep things in perspective and realize that this isn't really difficult, it's just new.

Aside from the specific activities pertaining to e-newsletter content and scheduling, you will find that most of the recommendations pertaining to promoting your e-newsletter and building your subscriber list are really applicable to the general growth and survival of your organization in the Internet age. Your e-newsletter is in reality simply another tool for building and enlarging your organization's support base and maintaining effective communications with the members thereof. Whereas some may look at the technology and say: "we've never done things like this before and we've survived" (or some variation thereof), it is only logical that to achieve success in a new world driven by technology, you will have to do things you've never done before. The world has changed and barring the onset of armageddon, the choices for organizations are to change with it, or refute change and face functional obsolescence.

The world has changed drastically in the last decade, with traditional media in decline and new Internet-based media on the upswing. The preferred method of communications has become the Internet and nonprofit supporters expect their organizations to take advantage of the intrinsic savings and interactive communications available through its use. Supporters expect the organizations they support to turn away from paper-based media and embrace green technology which eschews the sacrifice of trees to support traditional print media and mailers.

Corande Publishing is dedicated to helping nonprofits accomplish their goals by taking advantage of technology to improve communications, conserve financial resources, and build financial support for programs. Feel free to contact us with questions.

For questions:

Contact your assigned contact at Corande Publishing or email: info@corande.com