

The Value of an Organization E-Newsletter

By: Rand Cordle

An E-Newsletter provides your Organization with an additional and powerful communications tool that incorporates benefits in three important areas.

- An organization e-newsletter helps empower your organization politically to better represent your cause. When political issues arise in government that affect your cause, sometimes only a rapid response from a significant number of voters is the only way to make sure your voice is heard. In a political atmosphere where legislation involving hundreds of billions of tax dollars can be pushed through the United States Congress with little, if any, opportunity for public scrutiny and discussion, the ability to quickly mobilize support or opposition can be critical. An e-newsletter provides your organization with the ability to quickly broadcast a detailed alert to all subscribers, advising them of potential legislative threats or gains and providing them the opportunity to quickly voice their concern to elected officials.
- The organization e-newsletter can be a membership building tool. March of 2009 marked the 20th anniversary of the concept of the Worldwide Web and the 18th anniversary of the first web site. Since the 1990's use of the internet has grown to the extent that in 2009, that 100% of America's service members and 75% of all Americans are online. Future organization membership and support will be drawn from a population that is becoming increasingly Internet-oriented and an organization e-newsletter provides the means to reach out to that population online. By electronically forwarding it to friends and family, your members can easily introduce them to your organization and involve them in your programs by simply sharing your e-newsletter. As more individuals become familiar with your organization and its purposes, those with an affinity for your cause will be drawn to get involved, join, or financially support it.
- An organization e-newsletter provides frequent and consistent communication between the Organization and its membership. Regular communications, alerting your membership to issues, programs and services, and providing them with support information, encourages member involvement. More member involvement means more volunteers available for organizational programs and services. In a nutshell, maintaining effective communications on issues important to them provides a valuable service to your members, which in turn provides your organization with a motivated membership in support of your cause.

And in the final analysis... your cause is what your organization is really all about.

Rand Cordle is President of Corande Publishing, LLC, a digital publishing firm that provides no-cost, revenue producing e-newsletter services to qualifying not-for profit organizations. Information on services is available at <http://www.corande.com> or by email at info@corande.com.