

Distributing a newsletter is a great way to communicate with your supporters and/or within your Youth Venture Team. Before creating your first newsletter, lay out your reasons for distributing a newsletter and decide what kind of newsletter makes the most sense for your Venture Team. Below are some suggestions to get you thinking about newsletters.

Types of Newsletters

Internal Newsletters are sent to people within the organization telling them about promotions, company updates, and upcoming events. These are usually sent out on a regular basis.

Organization Newsletters are produced by companies, churches, organizations, clubs, and government agencies. The main objective is to inform and educate the reader. Topics include organization updates, recent successes, new initiatives, upcoming events internally and within the community, and opportunities to support the organization financially and as a volunteer. Organization newsletters are generally sent out on a regular basis.

Promotional Newsletters are sent to potential funders, partners, or others interested in the organization that have not yet become directly involved. This type of newsletter typically promotes a new product or service offered by an organization. The goal of these newsletters is to gain a larger customer base. They are typically sent free of charge, and go out when new products or services are launched.

Subscription Newsletters are similar to magazines because they are sent to a specific group of people who pay to receive them. These newsletters generally cover a specific topic and include information about an individual industry.

Reasons for distributing a newsletter

Publicity: Having a newsletter is a great way to get the word out about your Venture. You can share general information, recent developments, and successes. Newsletters keep your readers up to date on your organization and inform people about your work.

Community Awareness: Newsletters are a great way to let others know about interesting events, promotions, and fundraisers that are happening in your community. They let your readers know where you will be, what events you're hosting, and how they can get involved. A newsletter is a great way to engage active community members in your organization and to expose your networks to other events and opportunities in the community.

Fundraising: People who are more informed about your organization will be more willing to donate to support your work. Receiving regular updates via email or postal mail can help individuals or businesses feel more involved in your organization.