



# 3 Steps to Newsletters That Inspire Action

[Evaluate Your Strategy](#)



# 3 Keys to Newsletters That Inspire Action

## Evaluate your strategy

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This guide is intended to help you evaluate your current newsletter strategy. Take a few moments to answer the questions below and determine where you can tweak your newsletter to make it a more effective communication tool and vehicle for advancing your ministry.

### 1. Evaluate Current Efforts:

Think critically about your current newsletters and newsletter strategy. Honestly analyze where your organization is succeeding and where it can improve.

- In your organization, are newsletters viewed as a key tool for existing givers or as a donor acquisition tool?
- Are newsletters viewed as a strategic opportunity to engage or a necessary evil?
- Is giving a normal response to your newsletters? If not, do you know why? Is there a clear and compelling opportunity to give? Are there other calls to action that may be detracting from the invitation to donate?
- How are you leveraging newsletters as a way to reach existing givers in new ways? Are you sharing extraordinary experiences?
- Do people, outside of staff, care about this subject? Is what you write answering a question people are asking – is it relevant to them?
- What would a giver or ministry champion do with the information after they read it? Is it clear what you want them to do as a result of reading your newsletter? Are there opportunities for growth in the cause?

### 2. Consider the Message:

How you communicate with the donor is as important as what you communicate. Consider the voice and tone of your organization and how you want to be heard.

- Is it a voice of self-sufficiency, partnership, thanksgiving, or desperation?
- How do you speak about the work? Are you taking credit, or you making the donor the "hero"? How are they a part of the work that is happening?
- How does your newsletter glorify God? Do we see Him through the story?



### 3. Create a Content Framework:

Your organization is doing great work that your donor partners care about. Your job is to utilize a framework for communicating those things effectively.

#### - Content

Consider your ministry program areas. Aim for three or four general categories or themes. These may be based on areas of service, outcomes you are working toward, or geographic regions.

For example, if you are a pregnancy resource center, four programs to inform your donors with updates about could be:

- Client pregnancy services
- Gospel presentations
- Parenting education
- Fatherhood program

#### - Calendar

Maintain a consistent newsletter by developing a content calendar.

- Frequency – Ensure timing is manageable. It is better to begin slowly and build rather than be too ambitious and not maintain.
- Themes – A calendar provides a holistic look at your cause and ministry and breaks it down into themes and smaller pieces to share as part of the comprehensive strategy.

#### - Method

When you have determined your areas of focus, incorporate these into your various communication forms – print newsletter, e-mail, social media posts, etc. Decide where to post based off of the platforms with which your donor audience is most likely to engage.

### Your Next Steps

Whether your communication plan is just starting or you are fine tuning, the most important point simply is to choose your next step. There will always be great, new ideas to try and implement, but you cannot and should not do everything at once. Find the essentials you need to begin or refine, and build from there. Make sure to revisit those basics on occasion, and you will be well on your way to having a strong and sustainable communication system.

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## About Us

The Signatry is dedicated to equipping ministries to thrive in God's work. We provide the training, resources, and expertise needed to succeed in development. With an expertise in major donor programs, we empower ministries with the innovative tools for creative giving solutions. Learn more at [thesignatry.com](http://thesignatry.com)