



CREATING A NEWSLETTER FOR COLLABORATORS

It is important to provide ongoing communication about progress and next steps in large projects that include multiple groups of individuals. One way to accomplish this is by sending email newsletters.

Keep the updates concise, and intentionally highlight the variety of work being done and how it supports the mission or goals.

Time Required:

- » 2-5 hours for writing and content (depending on the length of your newsletter), and 5-8 hours to design, edit, and send.
- » Helpful tip: templates or email marketing platforms will reduce this time and make the process more efficient. In addition, if you have a communication specialist on your team, use their skills!

Materials:

- » A preferred email marketing platform (Mailchimp, ConstantContact, etc.) or a preferred email newsletter template (Canva).
- » High-resolution images, graphics, and logos that represent your project
- » Contact information from your audience (you must have permission to send them a newsletter before adding them to your newsletter list)

Newsletter Content:

- » Title, headers
- » Interesting and valuable content relevant to the newsletter's theme
 - Examples:
 - Highlights and successes of the project
 - Updates about ongoing work or subgroups
 - What is next, including upcoming events, workshops, or work being done
 - Introducing new partners and team members
 - Helpful Tip. As you write, consider the following suggestions from Mailchimp:
 - Would this make sense to someone who doesn't work on this project?
 - Could this document be quickly scanned?
 - Is the message understandable if someone can't see the colors, images, or video?
 - Is the markup clean and structured?
 - Will this content work on mobile devices with accessibility features?
- » Interesting and compelling images or simple diagrams that help illustrate your main goals or points
 - Helpful tip: Colorful images can help make the document more engaging
 - Helpful tip: Avoid complicated diagrams
- » Who you are and who your organization is
 - Logos for the project, funders, and partners
 - Contact information and/or website
 - Required language or acknowledgment from funders, including the award number

Design Tips:

- » Keep your text concise and use images to support your main idea or concept.
 - The reading level should be no higher than an 8th-grade reading level.
 - Use engaging images that help tell your story.



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- » Consider your audience and if you need a bilingual or multilingual newsletter.
- » Avoid unnecessary links.
- » Ensure you add ALT text to all photos to meet [Web Content Accessibility Guidelines \(WCAG\)](#) international standards.
- » If you link PDFs, ensure that your exported [PDF](#) will be accessible.
- » Use quality headers to increase the scannability of the document.
- » Only include relevant hyperlinks and avoid unnecessary links. According to Mailchimp, over 50% of emails are read on mobile devices (i.e., smaller screens). Too many links will result in accidental taps on links and frustrated viewers.
- » Always make sure to send a test version of your newsletter to different email accounts and view the email in different web browsers and on other devices to ensure your newsletter still appears how you want.
- » Abide by anti-spam laws ([U.S. CAN-SPAM Act](#)). One requirement example is including an unsubscribe link.

Sharing Your Newsletter:

- » The subject line should be descriptive, click-worthy, and tell readers what to expect. Readers should also know if they will be reading a monthly, weekly, or daily newsletter.
- » Continually assess your contact list before sending. Do you need to add, remove, or update anyone's contact information?
- » Send it during a time when your audience is most likely to read it. For example, if your primary audience is teachers, you might want to consider not doing a newsletter in the middle of their summer break since many may not be checking their emails during this time.

Example Newsletters:

- » [STEM Career Connections](#) (triannual newsletter)
- » [UCAR Center for Science Education](#) (monthly newsletter)

References:

- » Writing Email Newsletters (2022). Mailchimp Content Style Guide. <https://styleguide.mailchimp.com/writing-email-newsletters/>
- » Anti-Spam Requirements for Email. (2022). Mailchimp. <https://eepurl.com/dygYDH>
- » How to Create an Impactful Email Newsletter Format (2022). <https://mailchimp.com/resources/email-newsletter-format/>