

Here are some of our top tips to make the most of having a club E.zine



## Who will you send the newsletter to?

1. Ensure your club's membership form asks for up to date email addresses.
2. Store email addresses in a clear format in an excel spreadsheet and keep this current.
3. Get creative in ways to collect the more reluctant member's e-mail address. For example, a chance of winning a prize, an opportunity to give feedback or hear about events.
4. Group your contacts so you can target your communications appropriately. For example, parents will not necessarily need information about senior training. Some example groups could be:
  - i. Parents
  - ii. Senior members
  - iii. Committee
  - iv. Volunteers/ workforce
  - v. New members
  - vi. Lapsed members



## Creating campaigns

5. Look at your yearly plan of events and competitions so you know what stories you can include on a monthly basis. Being well planned will make your campaign look more professional and be more relevant.
6. Think of themes to base your newsletter around and help you prepare creative content, these could be seasonal or sit alongside a major event. For example, Christmas, New year, World cup or the Olympics.
7. A picture can speak a thousand words, attract readers attention by using pictures to support your message.
8. Include links to your social media and website, so people can connect with you and find out more.
9. Make your headlines interesting and catchy. You are more likely to get people to read the detail if you grab their attention. Have some fun with them.
10. Keep it short, clear and simple. Avoid using complex language or jargon.

### **DISCLAIMER:**

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this toolkit. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.