

# Communicating Effectively With Newsletters & Brochures: Their Layout & Content

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# Why Are You Communicating?

- ✍ Raise the profile of your group
- ✍ Raise public concern about your cause
- ✍ Fundraising
- ✍ Keeping in touch with members/supporters
- ✍ Promoting a service/location
- ✍ Seeking information

# Communications Planning

- ✍ What do you want to say?
- ✍ Who do you want to say it to?
- ✍ How do these people get their information?
- ✍ How do you want to spread your message?
- ✍ How much does it cost?
- ✍ How much can you afford?
- ✍ What is the environment you're working in?

# What's the best medium?

- ✍ Brochures
- ✍ Newsletters
- ✍ Letters
- ✍ Personal Contact
- ✍ E-mail
- ✍ Website
- ✍ Combination of the above

# Make Your Messages

- ✍ Clear
- ✍ Concrete
- ✍ Coherent
- ✍ Credible
- ✍ Consistent
- ✍ Concise
- ✍ Clean

# The Internet

- ✍ Not a panacea
- ✍ Saves trees
- ✍ An important source of information
- ✍ Must be part of strategy, not whole strategy
- ✍ Make other communications tools consistent with internet tools

# Brochures

- ✍ Mail out or hand out or download?
- ✍ Aim at audience
- ✍ '5 second' rule
- ✍ Get message across quickly
- ✍ Avoid clutter
- ✍ Good layout vital

# Newsletters

- ✍ Usually aimed at updating members/supporters
- ✍ Carefully consider messages
- ✍ Avoid clutter
- ✍ Make newsletters understandable to all
- ✍ Don't forget fundraising!

# Newsletter Layouts

- ✍ Looking good is vital
- ✍ Pre-printed stationery for color & easy reproduction
- ✍ Full colour newsletters
- ✍ Make available in internet format, downloadable
- ✍ Keep it simple!

# Getting your message across

- ✍ A picture is worth a thousand words
- ✍ Stories are better than statistics
- ✍ People don't believe messages that don't relate to their own experiences
- ✍ Don't overload people with facts

# My Top Layout Rule: Put Yourself in the Place of the Reader

- ✍ Is the reader knowledgeable, or not? Or are both groups in the readership?
- ✍ Layout can lead people to read on, or discourage them