

ANATOMY OF A NEWSLETTER



Capture the attention of your donors using these tips from top leaders in non-profit fundraising.

MINISTRY UPDATE FROM
The Smith Family

MY MISSIONS
YOUR LOGO GOES HERE

Dear friends,

Thank you so much for your generous support of our ministry. It has allowed us to continue mentoring and discipling young people in our community.

One woman who your support has impacted is Elsie, a young woman in Daisy's Bible study!

Recently, Daisy met with Elsie to help determine if she had ever made a personal decision for Christ. Together, they walked through a booklet called *Knowing God Personally*. This tool walks through the major theme of the Bible and shares how to enter into a personal relationship with Jesus Christ.



When they finished, Daisy asked her if she had ever made that personal decision and prayer to accept Jesus as her Lord and Savior. Elsie thought hard as she reflected on her upbringing in the church. She told Daisy that she had labelled herself as a Christian her entire life. Yet, as Daisy had read through the booklet, she realized that she had never personally accepted Christ's sacrifice for her sins. Tearfully, she told Daisy that this was the first time she had ever really understood what this meant for her relationship with Christ. **She wanted to pray to accept Jesus into her heart that day!**

After she and Daisy prayed together, she exclaimed, **"I feel like my faith has grown more today than it has my entire life!"** Praise God for this new sister in Christ!

We are so grateful for your faithful partnership that enables us to serve our community and bring the very present hope of the gospel to more young women like Elsie. We are more thankful for you than you know!

Sincerely, *Alex and Daisy*

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Simple:

- **Don't overwhelm your partners.** A busy, crowded newsletter will put off readers.
- **Try to keep your letter to one page.** 300-500 words will keep your partners engaged.
- **Use photos smarter.** One to two striking photos will tell a story better than ten average ones.

Clean:

- **Use large margins and lots of white space.** This gives the content room to breathe.
- **Use readable, 11-12 pt size fonts for body text.** Be mindful of your partners attention.
- **Include a short, simple caption under each photo.** Highlight what makes the picture special.

Relational:

- **Frame your partners as the hero of the story.** Reinforce the impact of their partnership.
- **Prayer requests are great but aren't required.** To stay focused, keep family updates brief, unless urgent.
- **Use a scanned signature or script font in blue ink.** This gives your sign-off a personal touch.
- **Include easy-to-find contact information** so your partners can connect with you.

Helping you align your communications with your donors is our top priority. Find out more at www.chalkline.org.

