



Creating eNewsletter Content

Session Objectives

- **Explain** why relevant content is needed and what makes good content for an eNewsletter
- **Demonstrate** how to successfully create quality content for their eNewsletter
- **Guide** participants through the creation of content for their sample eNewsletter
- **Enable** participants to leave the training ready to create quality eNewsletter content

Session Length: 55 Minutes

Appendix Resources

- Sample eNewsletter

Required Materials

- Class laptops or computers (optional with Internet access)
- Laptop and projector
- White board, flip chart, or digital display to list responses
- Paper, Pens or Pencils

Trainer Preparation

This Session assumes that the participants have basic general skills in writing and the presentation of ideas and content in written narrative. If computers are not used by the participants, generally good handwriting skills will be necessary.





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Session Narrative

Introduction

3 Minutes

Trainer Tip: Trainer should introduce himself, including any previous leadership roles in the Order. Ideally the trainer should have administrative and/or program experience that demonstrate effective membership retention techniques and success.

Although well written content is important for any type of publication, today we will be discussing why relevant content is needed and what makes good content for an eNewsletter. By knowing your audience and creating quality relevant content that is concise, informative, exciting, and easy to read and understand will better enable you to better inform Arrowmen and to strengthen the OA.

In the world of today's email marketing, your Lodge's Arrowmen rely on an email newsletter for information. eNewsletters can create a personal connection with Arrowmen since they are sent to the Arrowman's personal email inbox. Arrowmen will look forward to receiving their eNewsletter, and develop a positive ongoing relationship with them. Effective eNewsletters can help Lodges create a bond with any Arrowmen, and can be more effective than a website.

So how do you create and keep that bond with your fellow Arrowmen and remain connected to your readers.

Trainer Instructions: Solicit responses and write them on a board in a visible part of the class. Aim to include some of the examples below. Add them if necessary.

Choosing Relevant Content

7 Minutes

It is important to have information in your eNewsletter that is timely, relatable and useful. If the content of your Lodge's eNewsletter is relevant to Arrowmen, they will become dedicated readers and open your future eNewsletters. If the content of your eNewsletter is not relevant, you risk making the readers bored and disinterested, thus causing them to quit opening your newsletters and obtaining the information in them.

On the national level, the OA has found the articles that get the most reads are ones that offer best practices for lodges, chapters, and troops. These are stories of other groups creating and successfully implementing innovative programs. What are some other types of articles that you can include in your publications and to whom would they appeal?

Trainer Instructions: Write down response and add these recommendations if necessary.

- Promotional – promote upcoming Lodge events (appeals to parents and Arrowmen)
- Updates – letters from Lodge officers/chairmen (appeals to Arrowmen)
- Reports – summaries from past Lodge events (appeals to Arrowmen)
- Historical – explain some historical aspect of the OA or Lodge (appeals to some Arrowmen, older Arrowmen and Adults)
- Interview – asking a prominent person questions (appeals to Arrowmen)





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- Profile – gives the story of a prominent person (appeals to Arrowmen)
- Best practices (appeals to leadership, chapter and/or unit)
- Competition: Start a contest for design of a Lodge patch or T-shirt with a give-away award (appeals to Arrowmen)
- Recognitions & Awards: Recognition of an Arrowman for Award or other accomplishment (appeals to all Arrowmen)
- Calendar: Present important upcoming dates (appeals to Arrowmen)

By filling your publication with substantive, relevant, content you can create long-time readers of your newsletters. Thus, it is important to ensure that articles are well written and have a central message that appeals to your target audience.

Instruction on Creating eNewsletter Content

15 Minutes

Trainer Instructions: In this section the trainer will first walk through the process of creating quality content while explaining the elements involved. The participants will then create their own Content and create an informative article about an upcoming event. While the participants are creating their content, the trainer will circulate around and answer any questions/give feedback to fit all.

Best Practices for Developing Effective E-Newsletter Content (*put bullet points on flip chart or white board for later reference*)

- Planning Your E-Newsletter; Keep it relevant and timely
- Engage help from knowledgeable sources
- Establishing Goals and Benchmarks (Use backdate calendar)
- Know Your Audience
- Creating the Content
 - Be informative
 - Selling is not main focus of eNewsletter
 - Keep it brief and concise
 - Use catchy graphics, illustrations, and/or pictures to make a point
 - Be reliable and consistent
 - Have a compelling opening line
 - Provide a means for a reader to respond or ask questions
 - Respond (if needed)

Creating Your Own Content

18 Minutes

Trainer Instructions: The goal here is to engage all participants in this activity. Recommend individual breakout for this session with each person working alone. If needed because of class size and other situations, it is recommended that breakout groups not include more than two (2) individuals.

For this breakout you will create your own content for an informative article about an upcoming Lodge Fellowship. Use the process and suggestions we discussed earlier. After everyone has finished, we will have several of you read out loud what you created. I will be circulating around





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the room, please feel free to stop me if you have any questions.

Reviewing your content

10 Minutes

Now that all of you have finished creating your content for an informative article about an upcoming event, I would like several volunteers to read out loud their article. Review content with Best Practices bullet points presented above.

Conclusion

2 Minutes

By creating eNewsletters with good, relevant, content, you can better inform and engage members of your lodge, chapter, troop, or other group. This will help them become more involved, helping your group grow and succeed. You should feel empowered to create a well-written email newsletter after today's session and I implore you to reach out to me for assistance if you come across any problems involving what we discussed today. I hope that you sign up for the "eNewsletter How to" that instructs you in designing an effective eNewsletter.

Thank you for your time.

