

YOUTH PROGRAM PARTNERSHIP NEWSLETTER PLANNING WORKSHEET

Target Date for Distribution: _____

Developing our Communication Strategy for our Newsletter

Who is our audience?	What is our purpose?	What do we want them to know?	What do they want to know?

Newsletter Components

You may decide to include a few core components in every newsletter, and then add others depending on how your communication strategy shifts over time, or you might choose a different component each time to be the focus of your newsletter tool.

Component	Description	Title	Additional Notes or Items to Include

Distribution

Calendar <i>When do we have important information to share?</i>	Frequency <i>How frequently will we distribute our newsletter? (e.g. monthly, quarterly)</i>	Accessibility <i>What is the most accessible way to deliver it to the most people, and what language(s) will our newsletter be provided in?</i>	Format <i>What format will we use? (e.g. e-mail message, one-page newsletter)</i>	Platform <i>What platform will we use for distribution? (e.g. Mail Chimp, printed material)</i>