

Tips for Designing Newsletters and Emails



Creating a template with a consistent layout for your newsletters and welcome new member emails will make them more recognisable to your subscribers and easier for you to create.



Use a **professional email marketing service** like Mailchimp or Brevo to create templates that you can easily customise for each mailing.



Incorporate your **DFA's logo, branding, and colours** into your newsletters and emails to reinforce your brand identity.



Use a good headline! Your email or newsletter's subject line and headline is the first thing your readers will see, so it is important to make it attention-grabbing. Avoid generic titles like 'January Newsletter' and instead use a title that accurately represents the content of the email and entices readers to open it.



Use a **visually appealing layout** that includes a mix of text and images. Use good quality, relevant images that are sized appropriately for fast loading.



For longer reads, add summary text into the newsletter/email with **links to read the full content**.



Incorporate video content in your emails when appropriate, such as for event recaps or member testimonials. Use a thumbnail image and a play button to encourage clicks.



Have **content that is interesting, relevant, and diverse** – you want every reader to find value in the content. Share news, insights, and resources related to your DFA's mission and goals.



Include **links to your DFA's social media pages** to encourage subscribers to follow and engage with you on those platforms.



For newsletters, a **friendly and warm style**, using the second person (you/your) will help create a personal connection with readers.