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.