



Newsletter

Concept, preparation, editing and delivery of project

You need to communicate to your customers, donors, companies and community groups, how should you do it? A newsletter is the best way to raise awareness and tell people your latest news and events. A regular communication channel is simple, effective and keeps you close to your audience. You can use paper based or e-commerce routes to market depending on your budget, database and preference.

TOTAL COST BAND - £1,320+

ConnectCharity will take you through the process of producing a newsletter they will provide a planned, clearly written, informative document.

Stage 1

- 1 hour meeting to discuss the project.
- 1 hour follow-on meeting to gather information needed and brief.

Fee: Free

Timescale: One week from initial meeting a follow-up meeting will take place to establish route to market, content and format, both processes may take place concurrently dependent upon information and time available

Stage 2

- Appropriate gathering of information
- Preparation of newsletter to include copywriting and idea of layout and format

Fee: £1200

Timescale: 1 week from follow-up meeting.

Stage 3

- Brief direct to printer/web designer
- Presentation of newsletter
- Alterations
- Agreement and sign-off

Fee: £120

Timescale: 1 week to produce initial draft + one set of alterations

Stage 4

- Print production (optional) to be organised via printer/ 'Charity Connect'
- Delivery/Mail out

Fee: Dependent upon production/quantity/process/mail out