EFFECTIVE NEWSLETTERS

EDITORS ASSOCIATION TRAINING
ANATOMY OF A WEAK NEWSLETTER
ANATOMY OF A STRONG NEWSLETTER
CONSISTENCY

TITLE HEADLINE
Subheading with more information

Body text. This is what the text for the body of an article would look like.
A Bad use of Space
What about this makes you think anyone would read it?

A Better use of Space
Doesn't this make you feel less panicky?
PHOTOS & PULL QUOTES

You can separate your pull-quotes with quote marks, you can use horizontal or vertical rules or you can put them in a box with background color but whatever you do make a contrast from the rest of the text so that the pull-quotes are instantly recognizable as such.
NOT OKAY VS. OKAY CLIPART
PHOTOS MATTER
CONTENT IS KING

• Is it part of a plan with **measurable goals**?
• Is it focused on the **audience** and what matters to them?
• Do you have a plan to gather **feedback**?
• Does it have that “**special something**”?
RESOURCES

• Visit www.afge.org/commstraining
• Email us at commstraining@afge.org