

Monthly Email Topics

With the idea that keeping your members engaged goes a long way to keeping them active, the idea from years ago of publishing a monthly newsletter does just that. However, the printing and postage costs have escalated over the years thus making the printing and distribution of monthly newsletters cost prohibitive. Email is free at this point, and you can use it to engage taking some or all the printing and postage off the board.

Ok, you want to do a monthly email newsletter. Great! Now you need to fill it. Get a statement from your top officers, make sure your vision statement is included, and then make it unique to your organization. Here is a list of ideas on what to write:

Inspirational Stories

- Committee Spotlight: Highlight a different committee each month, sharing their mission, impact, and success stories.
- Heroes in the Field: Share stories of unsung heroes making a difference in their communities. This can be another subgroup, or another group that are doing great things.
- Overcoming Obstacles: Inspire members with stories of members overcoming challenges and achieving success.

Practical Tips and Resources

- Membership Hacks: Share tips and tricks for streamlining operations, fundraising, and volunteer management.
- Resource Roundup: Curate a list of useful resources, tools, and webinars for nonprofit activities.
- Ask the Expert: Host a Q&A session with a group expert, answering member questions and providing valuable insights. Past or higher leadership is great for this.

Community Building

- Member Spotlight: Highlight a member's work, interests, or accomplishments.
- Upcoming Events: Share relevant events, conferences, and workshops for nonprofit professionals.
- Community News: Share news, updates, and announcements from the nonprofit community.

Personal Development

- Leadership Lessons: Share leadership tips and insights from experienced group leaders.
- Self-Care Sunday: Offer resources and tips for maintaining a healthy group-life balance.
- Book Club: Discuss a relevant book, sharing insights and takeaways.

Behind-the-Scenes

- Sneak Peek: Share behind-the-scenes content from the group's activities, podcasts, books, or other projects.
- The Creative Process: Share your process for creating content, products, or services.
- My Favorite Things: Share resources, tools, or books that inspire you.