

NEWSLETTER CHECKLIST

Set Up

- One page
- One-inch margins
- Aesthetic, simple graphics and layout (avoid dark background and light text)
- Use an easy-to-read font (e.g., Times New Roman or Arial)
- The Navigators logo or your Mission's logo
(<https://navteams.navigators.org/spaces/33/navcentral/wiki/view/438/brand-guide-and-logo-files>)
- Specific date (e.g. September 1, 2022)
- Greeting (Dear Friend, or Dear Dave and Jan,)
- Your first and last name(s)
- Your contact information, including giving URL
- Space for your hand-written signature and a personal note

Content

- Open with an attention-grabbing first line
- Tell a short, interesting ministry story that illustrates life-change
- Add a photo and caption that relates to your ministry story
- Give a brief personal update
- Include 2-3 prayer requests
- Express gratitude for their partnership
- Assure partners their prayer and gifts are yielding fruit in the ministry

Finishing Touches

- Eliminate "Christianese," acronyms, and ministry jargon
- Replace passive verbs (is, are, were) with action verbs
- Change "the Navigators" to "The Navigators"
- Sign letters by hand (write personal notes on some, too)
- Ensure your content captures The Navigators values (Bible-based, Intentional, Relational, Transformational)
- Have someone check your letter for errors and clarity before printing

