

Newsletter Planning Guide

Overall Goals for the newsletter

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Key Dates

To the Printer/Mailer: ___/___/___

To the Postoffice: ___/___/___

In Mailboxes: ___/___/___

Financial Considerations

Mail Quantity: _____

Total Cost (print and mail): \$_____

Cost per newsletter \$_____

Content Planner

EXAMPLE

Theme / Goal	Content Type	Title / Subject	Content Creation Groundwork (who does)	Assets (source)	Pg size	Pg #	Date Due
Highlighting our latest land protection work	Story	Saving the final piece of forest at Temperance River State Park	<ul style="list-style-type: none"> • Interview our land manager (Lisa) • Interview park manager (Lisa) 	<ul style="list-style-type: none"> • Photo of land (from Steve's visit) • Map of land (overlay DNR) 	2	4-5	10/5/19