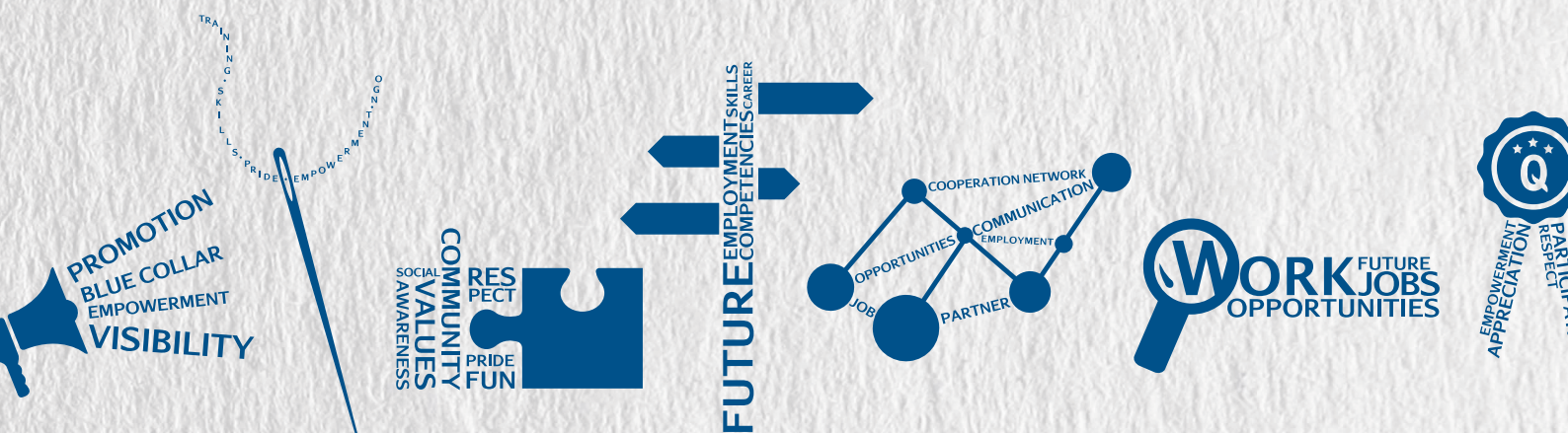




8.13 HOW TO CREATE AND DISTRIBUTE NEWSLETTERS



HOW TO CREATE AND DISTRIBUTE NEWSLETTERS



What Is It Useful For

A newsletter keeps the audience updated on the project's activities and events as well as on developments in the TVET sector.



When To Use

It depends on the potential content the project intends to place in it. In the example of the DSME project, the newsletter is issued every four months.



How Long Does It Take

It is better to keep collecting ideas for articles throughout the year. Putting articles and pictures together, translating them if needed and the printing should not take more than 2 weeks.



Target audience

Depending on your aims, it could target the students and their parents, the teaching personnel and ministry staff, the private sector or all of them in the same time. The key is the content as well as the distribution strategy.



Examples

The DSME project has launched a quarterly newsletter starting from 2012, distributed by e-mail to school directors, some companies, the chambers of commerce, industry and agriculture and other GIZ projects. The paper copy is distributed to the Minister of Education, the Director General of TVET and all heads of departments within DGTVE, the schools that offer the Dual System and Meister training and the DSME information points.

The content is as follows:

- The same cover page for all the newsletters with statistics about the project's success so far, the "identity" picture and the titles in the issue.
- Articles about activities, going from trainings to study tours and a quarterly recipe from our development worker responsible for the cooking trade.
- [Example Newsletter](#)



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Agree on a target audience and distribution strategy.
- Agree on a language (could be 2 languages).
- Create a design for the newsletter, either via a designer or templates that can be found online. The design should go with the project's identity (see tool 8.2 "How to develop a project identity and branding").
- Include the logos needed and contact information.
- Ask the project's staff members to provide you with articles/ ideas for articles. They should relate to the covered period's activities that could be interesting for the audience.
- Find pictures that match the articles.
- Proofread.
- After the printing, start with the electronic and the actual distribution (in Lebanon, the printing of 500 Newsletters of 4 pages each costs about 400 USD).
- Upload it on your website, Facebook page, the partner's websites etc.



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RESPONSIBILITY DEVELOPMENT
SUPPORT



WHAT TO OBSERVE

The following lessons learnt should be observed:

ALCULATIONS • STAKEHOLDER
DER WORK • YOUTH • SUPP
ONSIBLE CSR • OPPORTUNIT
OR MARKET • EGYPT • LABOR M
AL COST CALCULATIONS, STA

Pros



- You remind your audience that you are there.
- You inform the audience about your activities.
- You add to the credibility of your activities.

Cons



- A lot of effort should be made to attract the audience to actually read the newsletter.
- Concerning the e-Newsletter: In some cases a newsletter may not be received by the recipient. Reasons for this could be the spam filters used by many people. So a newsletter might not get through to those who have subscribed because it is rejected as spam.

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