

A newsletter is one of the best marketing tools a charity can use, informing and inspiring supporters, volunteers and donors. ngo.media's newsletter package will get the project off your desk and into the hands of the experts.

## Introducing...

...ngo.media's newsletter package. Let us help ensure that your supporters, volunteers and donors are kept up to date with the most relevant aspects of your charity's news.

We can **manage your whole newsletter**, working closely with you from initial ideas to final product.

We'll get it done **quickly, on time and to budget**, leaving you to get on with the rest of your work.

## We can help

We'll work with you to **pin down who your readers are**, decide **how to appeal to them** and **what you want them to do once they've read the newsletter**. Our essential newsletter schedule sets out specific opportunities for feedback from your colleagues, saving time and eliminating 'editing by committee'.

It'll take us **a few weeks** to get the newsletter from the ideas stage to send to print.

"We re-launched our campaigns newsletter *Activate*. ngo.media really understood what we needed to do to improve the newsletter for our audiences and they have worked with the team to consistently deliver that. They are always professional, have great ideas, and are a pleasure to work with."

Jane Keating, Age Concern and Help the Aged

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media solutions to the third sector

## What you get

- **A streamlined editorial process**, beginning with an editorial meeting and ending with sending the newsletter to print.
- An **eight-page newsletter** with carefully crafted, jargon-free and engaging copy.
- **News, features and case study writing** with interviews carried out by ngo.media's trained and experienced journalists.
- An **Editor's letter** to create a personal touch.
- **A full second draft** after we've received your comments on the first one.
- A **dedicated ngo.media project manager** who will guide the newsletter through to print.
- **Striking, effective design** packaged according to your brand and using your images – we'll give you three design concepts to choose from before we work on the first issue.
- 2 x professional **proofreads**.
- **1,000 copies**.
- **Printed** on A4 130gsm silk paper.
- **Delivery** to one address.

**£975 + vat one-off cost** for initial setting up of project cycle, and three design concepts.

**£4,000 + vat** for each issue after that.

## Optional add ons

- Face to face **interviews and meetings**.
- **Photography** – we work in partnership with some of the sector's best photographers.
- **Extra pages** and copy.
- **Recycled paper** or different paper stock.

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