



ONLINE NEWSLETTER PROCESS AND GUIDELINES

Each LifeWise program is encouraged to set up and manage a marketing email platform account according to the instructions and guidelines outlined in this document. This account will be used to send program status updates to donors and supporters during launch steps 8-10, followed by monthly newsletters once the program is live.

Marketing Email Platform Account Setup

The marketing email platform account should be created and managed by the Program Director, the Language Leader or the Newsletter Manager.

Account Details

- ◆ **Marketing Email Platform:** [Mailchimp](#)
- ◆ **Account Email:** [Program]@lifewise.org
- ◆ **Newsletter Template:** LifeWise Branded Template
 - ◇ [Parent Email Template](#)
 - ◇ [CIL/Donor Email Template](#)
- ◆ **Audience Name & Defaults:**
 - ◇ **Audience Name:** LW-[Program]
 - ◇ **Default From Name:** LifeWise [Program]
 - ◇ **Default From Email Address:** [Program]@lifewise.org
- ◆ **Required Email Footer Defaults:**
 - ◇ **(Suggested) Permission Reminder:** You are receiving this email because you signed up in support of LifeWise [Program]; you are a donor, volunteer or community member who requested to receive updates; or your child participates in the LifeWise [Program] program.
- ◆ **Company/Organization:** LifeWise Academy
- ◆ **Contact Name:** LifeWise [Program]
- ◆ **Email Address:** [Program]@lifewise.org
- ◆ **(Optional) Phone:** LifeWise Director
- ◆ **Address:** Location Mailing Address or P.O. Box
- ◆ **Website URL:** lifewise.org

Audience/Contact List Set-Up

You will need to have an [Audience/Contact List](#) set up in order to send a campaign newsletter. A video walkthrough can be found at support.lifewise.org. Please use all recommended fields along with suggested “relationship” tags in order to keep thorough track of the members of your audience. One major benefit to using “relationship” tags is that you can select specific ones to send your campaign to, depending

on the content (e.g., if your newsletter is specifically for volunteers, once you've selected your Audience List in your Campaign Details 'To' field, you can select a Segment or Tag and send only to your volunteers).

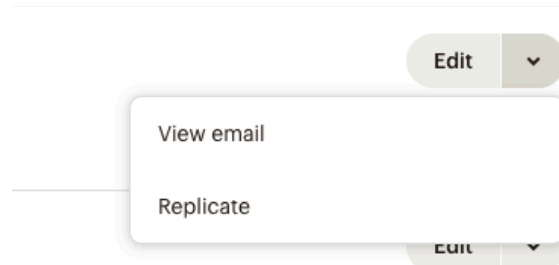
Monthly Account Management

Program Newsletter Managers are responsible for:

- ◆ **Audience**
 - ◇ Location audience/contact list maintenance
 - ◇ Adding and removing contacts as necessary
 - ◇ Assigning appropriate "relationship" tags (e.g., donor, volunteer, parent, community member, school administrator, etc.) (Audience/Contact List Template)
- ◆ **Campaigns**
 - ◇ Campaign/newsletter content
 - ◇ Reference "Recommended Content for Steps 8-10" along with "The 10 Newsletter Commandments" below
 - ◇ Review National LifeWise Newsletters for content sharing

Training & Approval Process

- ◆ **Training/Introductory Period**
 - ◇ Prior to sending the newsletter to the audience/contact list, a copy of your first newsletter should be sent for content approvals, proofreading and verification of proper setup. Follow these steps to send an email preview:
 - Go to your Campaign List and find the email you would like us to review
 - Find the drop down arrow to the right of "edit"
 - Click on the option to "View Email"



- Copy the URL at the top and create a ticket and send us the URL link to review

- ◆ **After Training/Introductory Period**
 - ◇ Test emails no longer need to be sent to a member of the Support Center, but should continue to be sent to the Program Director for review.

Newsletter Schedule

Programs should plan to send a newsletter each month.

Marketing Email Platform Tutorial

A training course on how to navigate our marketing email platform can be found [here](#).

Recommended Content for Steps 8-10

1. What Is LifeWise?

3. Where We're Going

- ◆ Released time religious instruction explained
- ◆ Benefits of LifeWise

2. Where We've Been

- ◆ Various milestones in the launch process
- ◆ Stories of impact

- ◆ Launch goals
- ◆ Upcoming events

4. What It's Going to Take to Get There

- ◆ Donations
- ◆ Volunteers and Teachers
- ◆ Enrollment/Permission slips

The 10 Newsletter Commandments

Largely mirroring the “10 Social Media Commandments,” these are the general principles to reference *before sending your program newsletter*.

1. Have a Plan

- ◆ Use a variety of content (i.e. informational, call to action, photos, videos, storytelling, etc.)
- ◆ Create a schedule of newsletter content for the quarter
- ◆ Pick one main point/topic per post

2. Keep It On Brand

- ◆ The colors and design of your newsletter header and footer should not be altered from the pre-approved template you receive
- ◆ Content colors, layout, spacing, etc. leave an impression (LifeWise Brand Guidelines)

3. Use Recommended Content and Proper Terminology

- ◆ Reference the Support Center (LW Update) Newsletters for content sharing
- ◆ Reference the website and other marketing materials for ideas and proper terms. (e.g., Don't say “Teach the Bible *in* the schools.”)

4. Consider Using an Action Step Occasionally

- ◆ Provide interactive links (e.g., videos, articles, donate page, etc.)

5. Choose Your Audience

- ◆ Whom are you trying to communicate with? Speak to them! (e.g., donors, volunteers, parents, etc.)

6. Be Positive

- ◆ In a world where it's popular to take a stance of negativity, choose positivity
- ◆ Don't use blaming language about the state of schools, character, etc.

7. Don't Be Divisive

- ◆ Avoid becoming political
- ◆ Use language that unifies

8. Tell Stories

- ◆ Real-life tidbits can be among the most engaging
- ◆ Before posting images and videos with students, make sure to have parent/guardian permission
 - ◆ Never post class locations or times, student names or any other identifying information, even if the guardians give permission.

9. Engage and Interact

- ◆ Respond promptly to any email replies you receive

10. Be Excellent

- ◆ Check spelling
- ◆ Check grammar
- ◆ Check links

- ◆ Be professional
- ◆ Confirm content accuracy

What Not to Do

In addition to the 10 Newsletter Commandments, here is some additional guidance for what NOT to include in a newsletter:

- ◆ Include exact dates, times and addresses of when the classes are held
- ◆ Discuss opposition
- ◆ Local politics (i.e., whom to vote for in upcoming school board elections)
- ◆ Important asks (e.g., joining the Kickoff Committee)
- ◆ Salvation counts
- ◆ Christian terms that nonbelievers may not understand (e.g., sharing the “gospel”)