

NEWSLETTER CREATION Checklist

1. PLAN YOUR PURPOSE

- Define your goal: inform, engage, or promote
- Identify your audience and message tone
- Choose a theme or focus for the issue
- Establish a send date and determine frequency

2. CREATE COMPELLING CONTENT

- Draft a strong feature/main story
- Add updates, announcements, or events
- Include useful tips, spotlights, or quotes
- End with a clear Call To Action (CTA)

3. DESIGN & POLISH

- Use a branded, mobile-friendly template
- Add images and headings with white space for readability
- Proofread x3 for grammar, clarity, and consistency
- Test links and send a test email

4. SEND & SHARE

- Decide if the newsletter is printed or digital or both
- Schedule and distribute through your email platform
- Print copies if you want a physical handout
- Share the newsletter on social media and your website
- Track performance (opens, clicks, engagement)
- Gather feedback for future improvements

5. TOOLS

- Canva - [Link](#)
- ChatGPT - [Link](#)
- Grammarly - [Link](#)
- TI Brand Manual - [Link](#)
- District 42 Guidelines - [Link](#)

