



MASTERING NEWSLETTER

CREATION:

From Concept to Completion

MAY 2025





HOUSE KEEPING



- **Mute When Not Speaking** 🎤 Please keep your microphone muted to reduce background noise.
- **Use the Chat** For Ah-ha Moments 💬 Drop questions or comments in the chat — we'll address them during Q&A.
- **Be Present, Be Engaged** 👁️ We'd love to see your face! Turn on your camera if you're comfortable.
- **Stay on Schedule** 🕒 We're respecting your time — let's stay focused and keep things moving.
- **Respect All Voices** 🤝 Everyone's input matters. Let's create a supportive and respectful environment.
- **Tech Happens** 💻 If you get disconnected, just rejoin. We'll be here!
- **Have Fun and Participate!** 🎉 It's Toastmasters — learning is better with energy and fun!

“We learn best in moments of enjoyment.” Dr. Ralph C Smedley



MENTIMETER



LET'S TALK NEWSLETTERS!

Go to www.menti.com and join the discussion using the code on the screen.

WHY A NEWSLETTER ?



COMMUNICATION

- *Club*
- *District*
- *Across all levels*

01



SHOWCASE

- *Achievements*
- *Events*
- *Milestones*

02



ENGAGEMENT

- *Old Members*
- *Attracts new members*
- *Potential guests*
- *Broader community*

03



FOSTER CONNECTIONS

- *Builds Community*
- *Through stories*
- *Success*
- *Shared Value*

04



KEY ELEMENTS OF AN EFFECTIVE NEWSLETTER



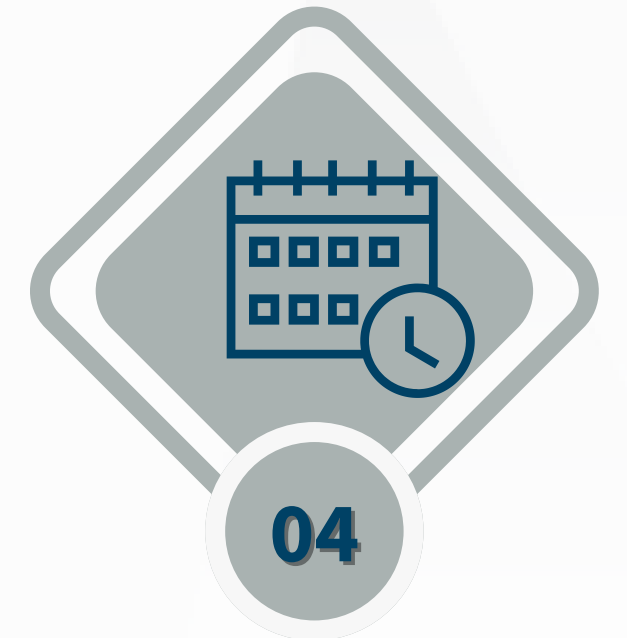
***Clear Purpose
and
Audience***



***Visually
Appealing
Design***



***Engaging and
Informative
Content***



***Consistent
Frequency***





PLANNING AND CONTENT STRATEGY



DEFINE GOALS



- *Inform*
- *Inspire*
- *Engage*

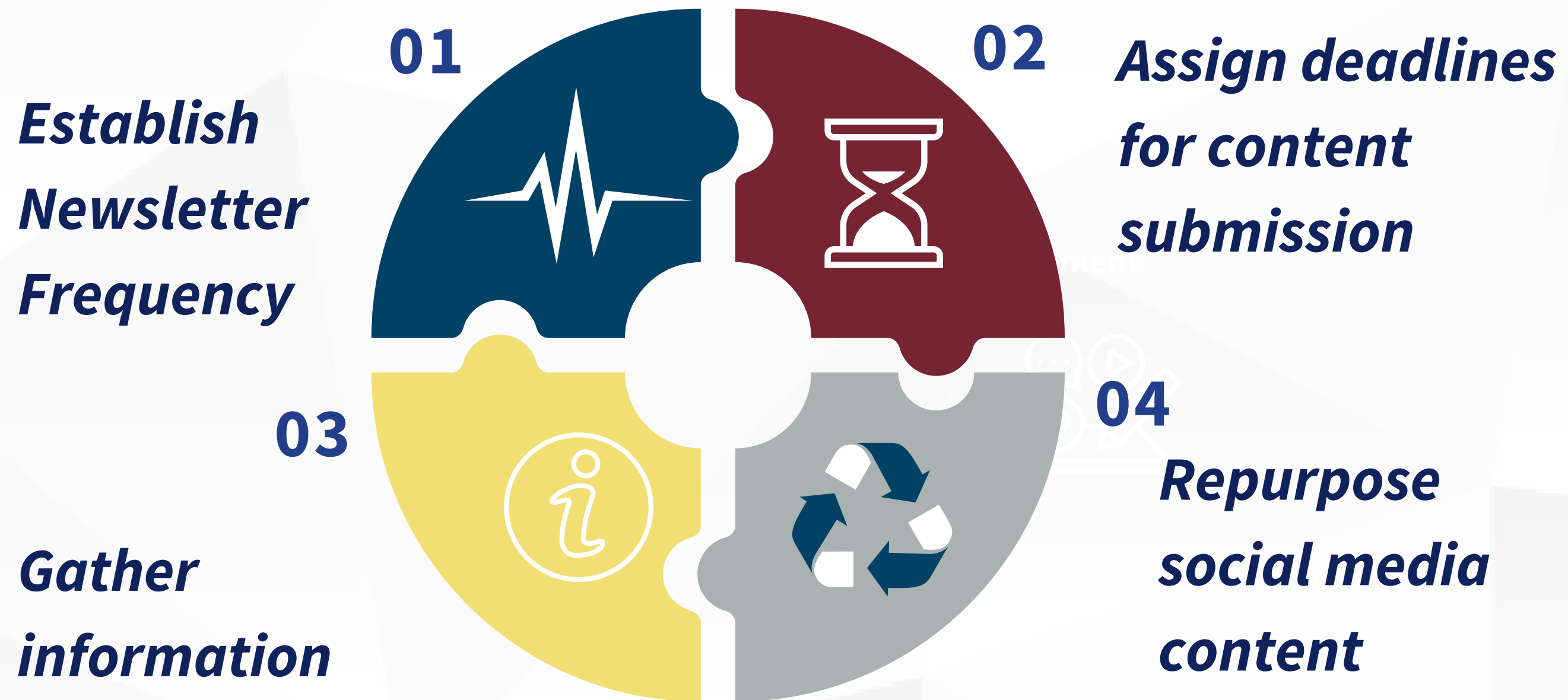
CONTENT IDEAS



- *Message from leadership*
- *Member spotlights*
- *Event recaps & upcoming events*
- *Public speaking tips & resources*
- *Call-to-Action (CTAs)*



CREATING A CONTENT CALENDAR





DESIGNING THE NEWSLETTER



CHOOSE THE RIGHT TOOL

- *Canva*
- *PicMonkey*
- *MS Word*

Get a plan
tes

KEY DESIGN ELEMENTS

- *Branding*
- *Readability*
- *Visual Appeal*





DISTRIBUTION & ENGAGEMENT



PLATFORMS TO USE

- *Email*
- *Club Website*
- *Social Media*
- *Issuu Inc.*
- *Publuu*
- *Flip Board*

Get a pla
tes



BEST PRACTICES

- *Catchy subject lines*
- *Mobile Friendly Format*
- *Use CTAs*





LIVE DEMO



CREATING A SIMPLE NEWSLETTER IN CANVA

Now, let's take a quick walk-through of how you can create a clean, eye-catching newsletter using Canva. This demo is a simple example. No design skills needed, just practical tips to help you get started and stay consistent.





TRACKING ENGAGEMENT



IMPACT MEASUREMENT

- *Collect Feedback*
- *Track Social Media shares*
- *Track interactions*
- *Improve based on Insights*





SUMMARY



HIGHLIGHTS

- *A well-crafted newsletter informs, engages, and inspires*
- *Consistency & visual appeal boost effectiveness*
- *Leverage simple tools for easy creation*
- *Track engagement & continuously improve*



Q&A &

VIRTUAL GOODIE BAG HANDOUT



QUESTIONS



VIRTUAL GOODIE BAG

- *Newsletter Checklist*
- *Timeline*
- *Content Idea Bank*
- *Presentation Slide*



**THANK
YOU**



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VIDEO



NEWSLETTER



**"Your voice matters—
let's make it heard!"** 