

# Building an ENEWS

# PLATFORMS

## **MAILCHIMP**

Free option  
User Friendly

## **CONSTANT CONTACT**

Engagement Tracking  
Contact Management

## **WIX**

Image options  
Connects to website (if you use Wix)  
Free design movement/ Text

# GENERAL GUIDELINES

**YOU NEED A MASS EMAIL PLATFORM!**

*-Avoiding major pitfalls*

**HOW OFTEN DO I SEND AN ENEWS?**

*-Avoiding email fatigue*

*-Keeping engagement*

**HOW DO COMMUNICATIONS SERVE WORSHIP?**

*-How can my Enews engage people in the primary functions of the church?*

## **WHAT FONTS DO I USE?**

*-Do fonts really matter?*

*-Justified text ♡*

## **HOW DO I ORGANIZE THE INFORMATION?**

*-Finding the right categories*

*- Most people don't read everything*

## **HOW DO IMAGES CONTRIBUTE/DISTRACT?**

*-Do I use enough images?*

*-What is the purpose of an image?*

*-Where can I find good images  
and how do I make them cohesive?*

# TYING IT ALL TOGETHER

## CREATING A COHESIVE STYLE

*-Enews, bulletins, newsletters, postcards*

## CREATING IMAGES THAT WORK FOR SOCIAL MEDIA

*-What do people respond to?*

## WHAT ABOUT PRINTED NEWSLETTERS?

*-how can an Enews make a printed newsletter easier to build?*