

# Azadi Newsletter

October, 2025

Newsletters keep people engaged with your organization and may include recent updates, videos, links to blog posts or upcoming event information. This text box could offer a summary of the content.



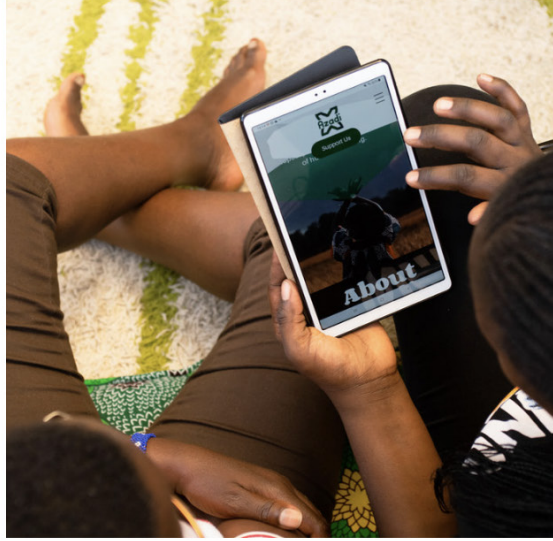
## Featured Story/Article Title

This section is for the main story/update of the newsletter. It should be the longest story, any other stories below will be secondary. **Bold parts of the text that you want to emphasize.**

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[Optional] add a strong CTA and update the button (below) to link to your intended webpage - or delete the button if it's not needed. Try to keep the button ~1-3 words max.

Make a Gift



## Secondary Article Title - Behind the Scenes

If you have a second main story you'd like to feature in the newsletter it can go here. Try to pare this story down to a short update, and [link out to longer stories](#) either on your website or a blog post.

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## Third Article Title

If you have another story or short update you'd like to feature in the newsletter it can go here.

**Delete this section + divider lines if you don't have anything to put here.**



## Upcoming Events

Invite people to your next event, let them know about an upcoming campaign, or give them a save-the-date for something ahead!

**Delete this section if you don't have anything to put here.**

Learn More



## Azadi Community

# Special Update

Hi [Contact First Name], *(Don't forget to double check the merge tag)*

Include a short paragraph here that introduces the story/update. Keep this paragraph around 80-100 words (no more than 150), or it will get too wordy and may deter recipients from reading further. For perspective, this letter is about 85 words.

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Warmly,

**Mariam Awori**

Co-Managing Director



## Special Update Title

**Use this section to write an update or story that is recent and won't be included on your regular newsletter.** Consider making the first sentence something impactful/catchy and emphasize it so it stands out from the section above. This section can be an exciting update - a story of hope, announcement, or whatever seems special to Azadi Kenya.

We recommend keeping this section between 1-3 paragraphs long. **Consider bolding short sentences throughout that make it easy to skim.** Feel free to include a brief story or graphic if you have one that matches the update. Maybe include a hyperlink to your donation page if you'd like to make a softer ask here at the end of your update.

For example: [\*\*Make a gift today to support survivors!\*\*](#)

**You can either make a soft ask (like the example above) or another option is to include a call to action button and text (like the example below).** *If this is just an update without an applicable ask, feel free to delete both options.*



Join us in creating lasting change!

[Learn More](#)



This image block is intended for a photo relating to your special update. If you'd like to use multiple photos, consider replacing the "image block" above with a "column."

Input your photo caption text here.



Hi [Contact First Name], *(Don't forget to double check the merge tag)*

Use this section as a personal letter from yourself or another leader at Azadi Kenya. **Use this template when giving a personal update or making an ask outside of your standard newsletter.**

"People give to people." Emails sent by someone from your organization come off as more genuine and authentic, because they look like an email you would receive from a friend. **Plain text emails (versus an email that may look too much like a newsletter template) tend to have higher response rates.**

An effective way to include a call to action in a plain text/letter format is to add an 'ask' at the end of the letter that comes directly from the writer (ED, Founder, Board Director, etc). For Example: **Will you join us in supporting survivor leaders? [Make a gift today!](#)**



Optional - delete the image box above if you do not want to include a photo. If you'd like to use multiple photos, consider replacing the "image block" above with an "column." You can use this text box for closing statement/email wrap-up. Recommended word count for the whole email: 150 (no more than 200, or it will get too wordy and may deter recipients from reading). **(Font: Helvetica, Size: 15, Color #000000)**

Thank you,  
Mariam



**Mariam Onyachi**  
Co-Managing Director

+254 [REDACTED]  
azadikenya.org