



Delete this text block before sending, for reference only:

- Font used: Verdana
- Size: 14px for all body text
- Colors used: Blue (HEX: #0777AB) for main titles, grey (#393737) for the body text and Teal (#48B5A6) for the buttons

## Add Your Newsletter Title Here

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



## Featured Story/Article Title

This story should be the main story or focus for the newsletter. It should also be the longest story of the newsletter (Word count ~100 - 150), with any other stories below feeling more secondary. **Bold parts of the text that you want to emphasize.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. **Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.** Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Make a Gift

## Program Updates

Delete this text block before sending, for reference only:

- **Reminder:** Stagger the content blocks in this section, alternating left and right. Feel free to rearrange the titles/content depending on which updates you have photos for (i.e. Migrants may not have a photo one month, but if it does in the next month you can use a content block with an image). Be sure to check the test design on both desktop and mobile before sending it out to make sure you're happy with how things stack (you may not always have a photo to pair with the text, so just keep an eye on the layout).



### Migrants

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.

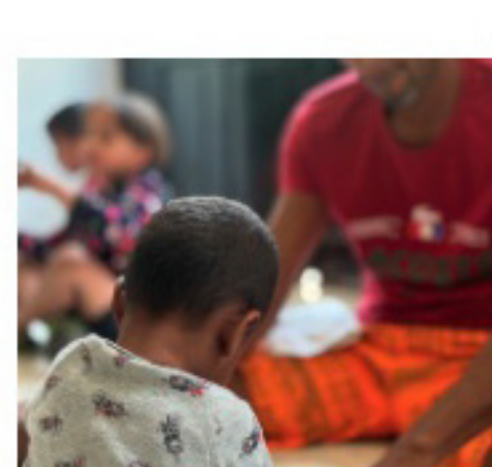
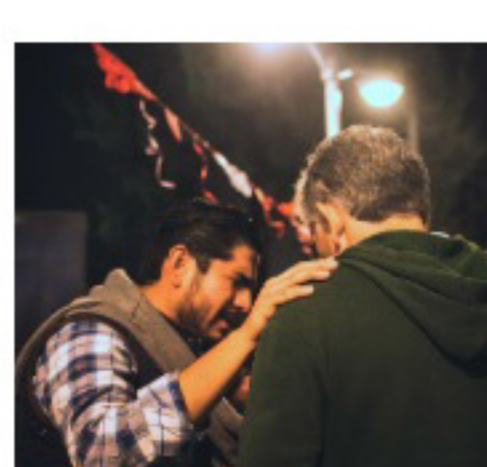


### Students

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.

### Men

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.



### Children in Forced Begging

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.



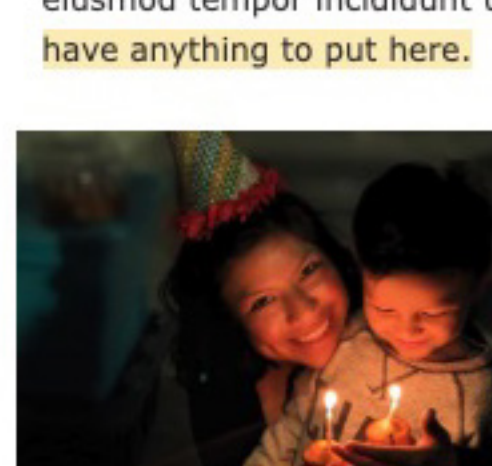
### Community Center

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.



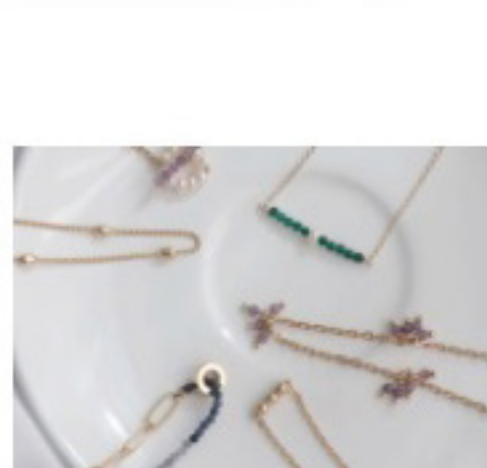
### Safe House

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.



### Transition House

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.



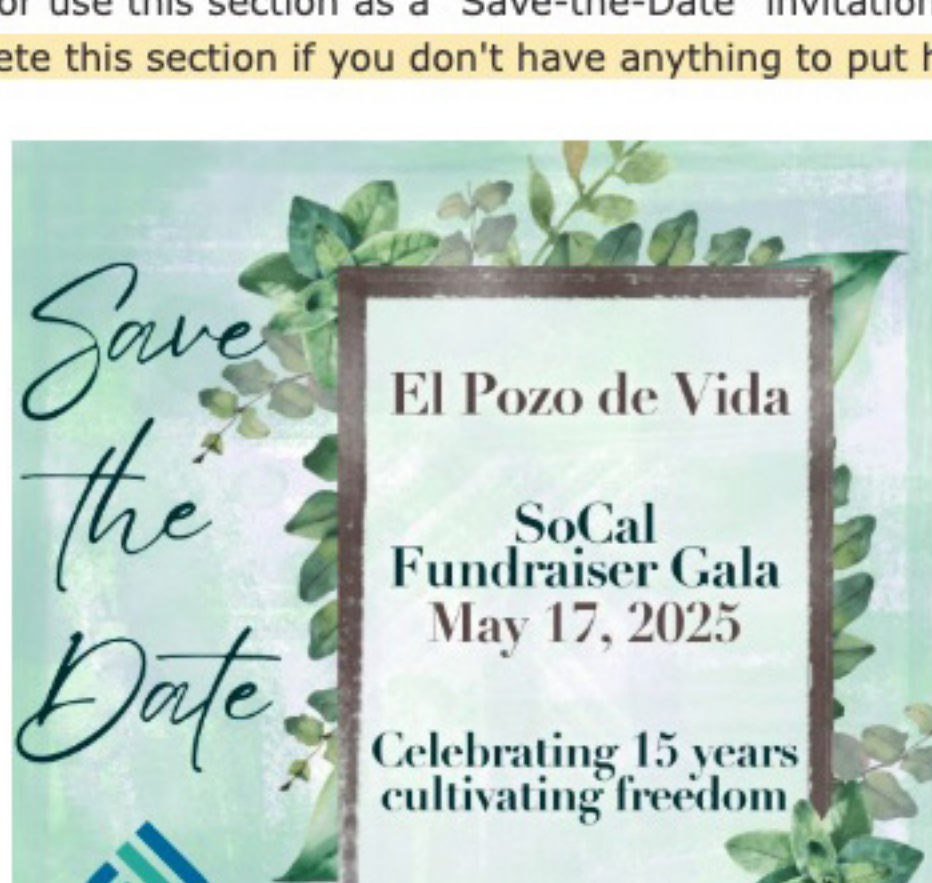
### Nunayú

Write a two to three sentence update here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Delete this section if you don't have anything to put here.

## Event Updates

Invite people to your next event, let them know about an upcoming campaign, or use this section as a "Save-the-Date" invitation.

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



RSVP

Together, we can transform lives and build pathways to freedom!

# SPECIAL UPDATE

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Hi Jane,

Include a short letter from Tina, the founders, or another prominent team member here, followed by a photo and your update/story.

Recommended word count: 100 (no more than 150), or it will get too wordy and may deter recipients from reading further.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. For perspective, this letter section is about 80 words.

With gratitude,

Tina Chen  
*Partnerships & Engagement*



## Special Update Title

**Use this section to write an update or story that is recent and you won't be including on your regular newsletter.** Make this first sentence something impactful/catchy and bold it so it stands out from the section above. This section can be an exciting update - a highlight on Nunayu, a new partnership, a capital campaign, etc.

We recommend keeping this section between 1-3 paragraphs long. **Bold some sentences throughout that make it skimmable.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Become a partner in freedom!**

[Give Today!](#)

Hi \*|FNAME|\*,

Use this section as a personal letter from a leader in your organization (Executive Director, President, etc.). **Plain text emails (versus an email that may look too much like a newsletter template) tend to have more response.** Use this template when giving a personal update or making an ask outside your standard newsletter.

"People give to people." Emails sent by someone from your organization (i.e. your founder), come off as more genuine and authentic, **because they look like an email you would receive from a friend.**

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 (Director, Founder, etc).

Ex: **Will you become a partner in freedom? [Give today!](#)**

With gratitude,

Janice Yu  
*Founder*

