

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 events. This text box could offer a summary of the content.



Feature Story/Article Title

Share a story/update. This story should be the main focus for the newsletter. It should also be the longest story of the newsletter, 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.

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[LEARN MORE](#)

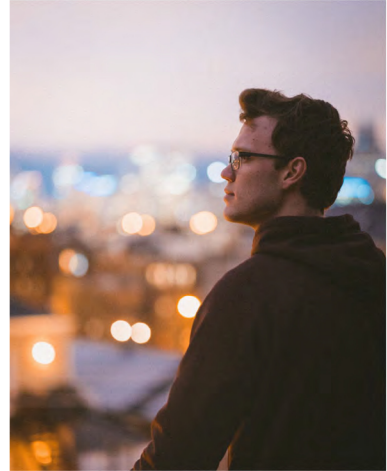


Second Article Heading (delete this block if not needed + any extra dividing lines)

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

Third Article Heading (delete this block if not needed + any extra dividing lines)

If you have another story you'd like to feature in the newsletter, you can add it here or delete this section.



Alternative Layout Article Title (delete this block if not needed + any extra dividing lines)



Here's another layout option to add or replace the layout above if your text and photo(s) don't work well side-by-side.



Events/Campaigns (delete this block if not needed + any extra dividing lines)

This is one more idea for newsletter content. Invite people to your next event, let them know about an upcoming campaign, or give them a save-the-date for something ahead! [Learn More](#)

Thank you for showing up—for survivors, for healing, for change.

[MAKE A GIFT](#)

EMMAUS

FIGHTING TO END EXPLOITATION FOR **ALL MANKIND.**

Hi Jim,

Use this section as a personal letter from yourself or another leader at EMMAUS. Use this template when giving a personal update or making an ask outside of your standard newsletter. **Consider bolding parts of the text that you want to emphasize.**

"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 more response.

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). i.e., **Will you join us in supporting male survivors? [Make a gift today!](#)** (hyperlink the text to your giving page)

With gratitude and faith,

Joel Mitchell
Executive Director

EMMAUS *Special Update*

Hi Jim,

Include a short paragraph at the beginning that introduces the story/update. Keep this paragraph between 80-150 words, or it will get too wordy and may deter recipients from reading further. **For perspective, this paragraph is about 80 words.** 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.

With gratitude and faith,

Joel Mitchell
Executive Director

Special Update Title

Use this section to write an update or story that is recent and not 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 new program, a project update, a transformation story, or whatever seems special to EMMAUS.

We recommend keeping this section between 1-3 paragraphs long. Consider bolding short sentences throughout that make it skimmable. Feel free to include a story, quote, or graphic if you have one that matches the update. Maybe include a hyperlink to your donate 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 our new program!

Another option is to include a call-to-action button and text (like the example below) if it feels applicable to your update. If this is just an update without an applicable ask, feel free to delete.

Your support will help more men like Paul find freedom!

GIVE TODAY



The image block above is intended for photos relating to your special update. If you'd like to use fewer photos, consider replacing this layout with a different content block. If you'd like to include photo captions, you can input them here. Otherwise, feel free to delete this block!