

# NEWSY EMAIL

"Newsy" is a light newsletter that keeps **all donors** connected and appreciated through gratitude-driven communication.



## PURPOSE

To celebrate donors' impact of giving in a fun and personal way. Newsy blends storytelling, visual highlights, and updates on ongoing Chabad activities. It keeps donors connected and reinforces their meaningful contribution to shared successes.



## INTENDED AUDIENCE

All donors.



## FORMAT

Presented in a simple or designed layout and sent by email.



## SCHEDULE & FREQUENCY

Quarterly.



## tone and style

Warm and lighthearted. Grateful and personal. Uplifting with a touch of joy and informality. Emphasizes the donor's role in making moments possible.



## CONTENT ELEMENTS

- Email Subject
- Message from the Rabbi / Opening Paragraph
- Brief Message or Context
- Photos and Stories
- Closing Blessing
- Sign Off