

MILLION GIRLS MOONSHOT



NEWSLETTER DESIGN WORKBOOK

2022

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NEWSLETTER DEVELOPMENT PROCESS

LET'S GET STARTED!

The Million Girls Moonshot provides a collection of resources, tools, and training opportunities for all 50 Mott Afterschool States Networks and their partners to leverage as they help advance the goals of the Million Girls Moonshot Initiative.

Distributing these resources to the programs, partners, and professionals across your state is essential to be able to collectively increase STEM learning opportunities to millions of children and close the gender gap in STEM careers.

Creating a regular newsletter helps to ensure all your stakeholders have easy access to the latest materials and opportunities available through the Million Girls Moonshot. By using the process outlined below and the exercises in this workbook you'll be prepared to quickly launch and easily maintain a newsletter your readers will look forward to seeing in their inbox!

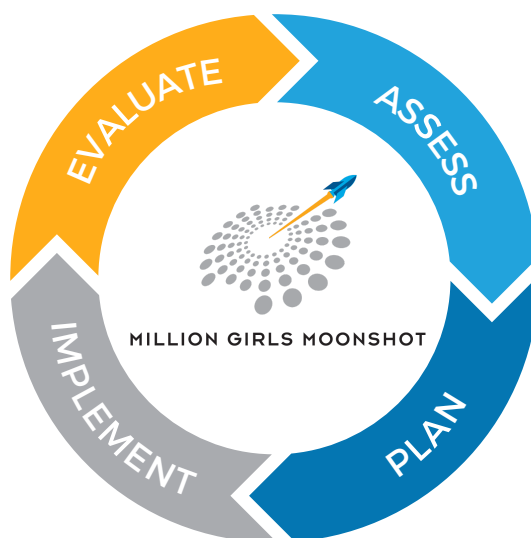
OUR PROCESS

STEP 4: EVALUATE

Once your newsletter has been delivered you'll need to evaluate how it performed! Track key performance indicators in a dashboard to analyze what's working and where you have opportunities to strengthen your strategy.

STEP 3: IMPLEMENT

Now let's start building! We'll use your plan to create templates, draft copy, identify and create graphics, and deliver the newsletter to your target audience.



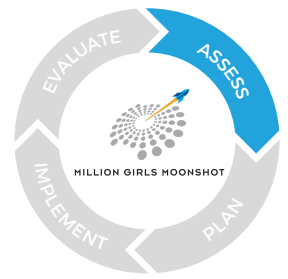
STEP 1: ASSESS

Before you begin to plan your next newsletter, let's step back and identify the effectiveness of past communications efforts and opportunities to strengthen the upcoming outreach.

STEP 2: PLAN

Next, let's develop a plan based on your assessment findings to effectively deliver information to key stakeholders. The plan will identify your audience, the content they will find engaging, and when you will deliver it.

NEWSLETTER DEVELOPMENT PROCESS



STEP 1: ASSESS

Before you begin planning each newsletter, take a moment to reflect on your previous efforts and consider ways you could strengthen your upcoming edition.

Based on your previous newsletter/s (*MGM specific or even a general network newsletter), what does your data and experience suggest works well?

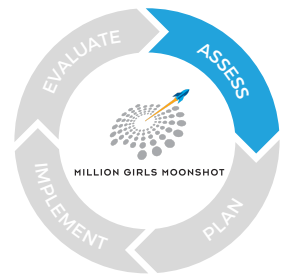
Based on your previous newsletter/s (*MGM specific or even a general network newsletter), what does your data and experience suggest does not work well?



Questions you could ask:

- What article/section had the highest click rate? What could you attribute that to - location in the e-mail layout? Subject/content?
- What day of the week or time of day had the best open rate?
- How effective was your primary call to action?

NEWSLETTER DEVELOPMENT PROCESS



STEP 1: ASSESS

Based on your analysis, identify strategies you would want to Start, Stop, or Continue as you build your next newsletter.

Start

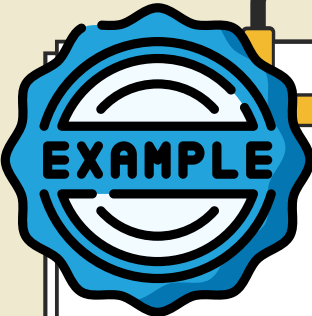
New strategies to try in our next newsletter.

Stop

Strategies to amend or discontinue in our next newsletter.

Continue

Strategies to maintain in our next newsletter.



Start

- Including a table of contents with active links at the beginning of the e-mail that redirect readers to their respective content sections.

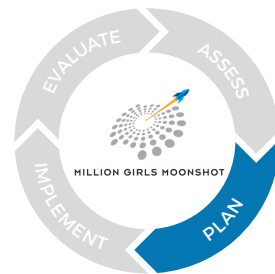
Stop

- Starting the e-mail with training opportunities. (Begin with primary Call To Action instead.)

Continue

- Sending the newsletter on Tuesday at 1:00 PM

NEWSLETTER DEVELOPMENT PROCESS



STEP 2: PLAN

Keeping your assessment in mind, now it's time to begin to clarify the plan for your next newsletter.

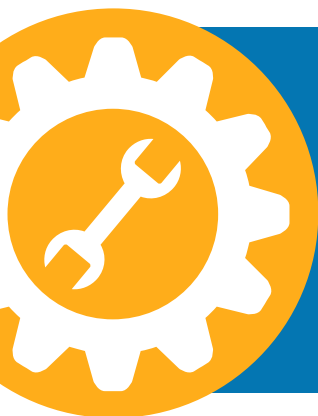
Goal/s: What do we hope to achieve? What action/s do we hope readers will take?

Example: Get subscribers to register for an event, increase traffic to your website, etc.

Audience: Who is our primary audience? Who is on our distribution list we want to reach?

Example: OST Program Directors, OST Program Front-Line Staff, Community Partners

****If you feel as though your goals are connected to two separate primary audiences -- example: afterschool professionals/staff and policy makers -- you may consider sending separate communications with content customized to the intended outcomes for the particular audience. Be sure you can segment your contact lists accordingly if you intend to send e-mails specific to an individual audience.**

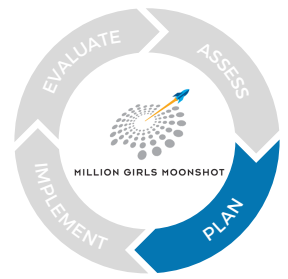


Need to expand your distribution list? Consider these strategies:

- Ensure your website offers an opportunity to sign-up for your newsletter
- Post a link on your social media accounts encouraging sign-up for your newsletter
- Ask partners to share a link encouraging their own followers/staff to sign-up for your newsletter
- E-mail any new stakeholders you connect with (i.e. at a conference, meeting, or in a training) within the first 48 hours with a sign-up link for the newsletter.

Timing: When would you like to send your newsletter? Consider date, day of the week, and time of day.

NEWSLETTER DEVELOPMENT PROCESS



STEP 2: PLAN

Now it's time to begin to clarify the content to include in your next newsletter. What do you want or need to include?

Brainstorm Here!

A large, empty light gray rectangular box intended for users to brainstorm and list content for their newsletter.

Consider:

- Your Assessment Findings, Identified Goals, and Audience (identified above!)
- Your Stakeholders' Needs
 - Are there resources, trainings, or topics they have asked you to help them obtain or access.
- Your Million Girls Moonshot Grant Initiative
 - Does your grant require that you communicate about specific opportunities or resources you've created or are offering?
- Your State Context
 - Is there something happening in your state related to STEM that needs to be shared or communicated?
- Other Resources or Opportunities
 - Are there other resources or trainings available through the Million Girls Moonshot that you need to share with stakeholders? **Check out your monthly MGM Asset Package for more information!**
 - Does Mizzen by Mott have any new or related content you can share?
- Events or Campaigns
 - Are there state or national events or campaigns stakeholders could participate in?

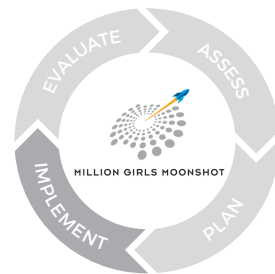
Primary Call to Action (CTA)

What makes a newsletter a newsletter is its substance. The body of each installment may feature multiple pieces of content, with multiple calls-to-action (CTAs), each with varying degrees of prominence. If you bombard your reader with multiple, urgent CTAs in each newsletter then the chance of them unsubscribing due to being overwhelmed goes way up. Instead, each newsletter should feature one prominent CTA. Space out other, more minimal or less time sensitive CTAs in the background, but only use one CTA as the spotlight each week.

Be sure to include your primary CTA in your list above!



NEWSLETTER DEVELOPMENT PROCESS



STEP 3: IMPLEMENT

Now that you've identified the content you want to include it's time to start building.

Create an outline: Detail the order in which the content you have identified for your newsletter will appear.

Remember:

- Prioritize your primary call to action (CTA)
- Use your analysis of past communications to inform how you organize the content

Section Focus Areas Could Include:

- Header/Footer
- Call to Action
- Training & Professional Development
- Resources & Tools
- Events & Campaigns
- STEM Activities for Programs

And more!

Section Focus:

Section Content:

Section Focus:

Section Content:

Section Focus:

Section Content:

NEWSLETTER

DEVELOPMENT PROCESS



STEP 3: IMPLEMENT

Section Focus:

Section Content:

Section Focus:

Section Content:

Section Focus:

Section Content:

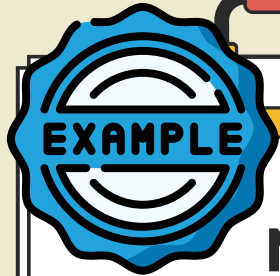
Section Focus:

Section Content:

NEWSLETTER DEVELOPMENT PROCESS



STEP 3: IMPLEMENT



Newsletter Outline

Section Focus: Header

Section Content: Network branded graphic that includes MGM Logo

Section Focus: Primary CTA

Section Content: MGM Survey Promotion

Section Focus: Training and Professional Development

Section Content:

- Role Models Matter/Techbridge Girls
- DOS Program Planning Tool Training/PEAR
- DOS Certification Training/PEAR
- Asking Purposeful Questions/ACRES

Section Focus: Events or Campaigns

Section Content: International Women in Engineering Day

- If/Then Profiles

Section Focus: Activities for Program Professionals/Facilitators

Section Content:

- Design Squad
- After-School Science Plus
- 4 Great Outdoor Activities to Do with Kids This Summer
- Engineering Ocean Currents

Section Focus: Mizzen By Mott Resources

Section Content:

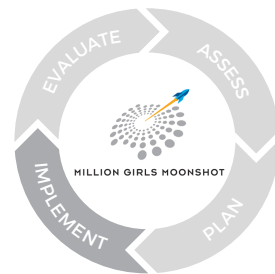
- Download links
- Playlist - Helping the Planet for 3rd Grade
- Module - Helping My Community
- Activity - An Inside Look at the Recycling Center

Section Focus: Footer

Section Content:

- Contact Us (website, e-mail, social media)
- Address
- Unsubscribe Option

NEWSLETTER DEVELOPMENT PROCESS



STEP 3: IMPLEMENT

Now that you have your content outlined, it's time to start building in your platform of choice. A few key reminders as you prepare to share your newsletter with your stakeholders:



Copy: Concise copy is key — you don't actually want to have your subscribers hang out and read your email all day. You want to send them elsewhere (your website or blog, for instance) to actually consume the whole piece of content. Concise copy gives your subscribers a taste of your content — just enough that they want to click and learn more.



Subject Lines: Spending a few moments on your subject line may make the difference between a subscriber opening the e-mail or deleting it. Ensure subscribers understand what they will get when they open the e-mail. Put yourself in their shoes! Is the subject line so generic and broad they're unsure what to expect? Does the promised content align with what's actually provided? You want to be clear and concise, while also giving subscribers a reason to open your message.



Graphics: Images can enhance the visual appeal of a newsletter and bring attention to key content or CTA's. Ensure the graphics you select are applicable to the content they support and don't distract from your main messages and the desired actions you want readers to take. The Million Girls Moonshot provides new graphics in each month's asset package for you to leverage, so take advantage!

Final Reminders!

Before you hit SEND be sure to do one final review of the following:



Spelling and Grammar



Font Selections (Consistency, Accessibility, etc.)



Brand Alignment (Colors, Spacing, etc.)



Links (Ensuring all connect properly to external content)

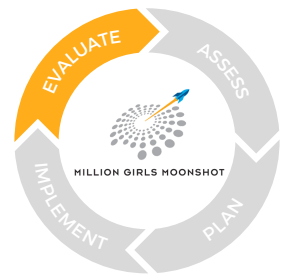


Graphics (Image quality, setting alt text, etc.)



Mobile Compatibility

NEWSLETTER DEVELOPMENT PROCESS



STEP 4: EVALUATION

Once your newsletter has been sent, it's important to track how it performed. By creating a dashboard to track key statistics you'll be able to adjust your strategy and content to meet subscriber needs.

Identify performance indicators that are accessible from the platform you've selected to manage your newsletter and collect those statistics for each edition. Over time you'll be able to see patterns that will help you better understand what entices your readers to not only open your newsletter, but take action and leverage the resources you've provided.

What data should we collect? Here are a few ideas:

- **Open Rate** refers the percentage of email recipients that opened the email
- **Clicks** refers to the total number of clicks from an email. These clicks can be to any link within the email.
- **Click rate** is the percentage of the unique contacts who received the email and then clicked on any link in the email.
- **Click-through distribution** identifies which links recipients clicked in the e-mail.
- **Conversion rate** is the percentage of your recipients that take a specific action.
- **Subscriber growth** shows the total number of email subscribers you've added, alongside those you've deleted or who have unsubscribe
- **Bounces** are the number of your email subscribers who did not receive your email. Bounces occur for a few reasons, like an error in an email address, a filter preventing your email from being delivered, or a full mailbox.
- **Successful Deliveries** is simply the number of subscribers who did receive your email successfully.
- **Unsubscribes** are those contacts have asked to no longer receive email from you. It could be that they didn't like your email, or maybe your emails are just no longer relevant to them.
- **Spam reports** are the number of subscribers who marked your email as spam or junk.



One Step Further!

In addition to capturing a set of standard statistics for each newsletter, you may want to dive deeper and assess how your stakeholders are actually leveraging the information you're providing.

Consider sending out a survey to subscribers at regular intervals (i.e. yearly or 2x per year) to collect feedback on how they're implementing or using the information you're providing in the newsletter. This feedback can help you further customize your content and strategy.

NEWSLETTER DESIGN RESOURCES



[MGM Logos](#)

Download image files for different variations of the Million Girls Moonshot logo.



[MGM Branding](#)

Review the branding guidelines to ensure the correct use of the Million Girls Moonshot logo.



[MGM Asset Packages](#)

Check out the monthly asset packages for a current list of opportunities and resources.



[Stock Photos](#)

Check out the Million Girls Moonshot collection of stock photos for use in your newsletter.



[MGM Launch Materials](#)

Download talking points, PPT slides, one-pagers, factsheet templates, and graphics to help explain, promote and engage partners.



[Engineering Mindset Toolkit](#)

Check out this collection of resources, tools, and activities available to share with subscribers

