GH Pride Newsletter

Background: The newsletter and contacts are maintained via FluentCRM and is managed directly through the website. There is a form for anyone to subscribe to the newsletter at https://ghpride.org/newsletter. Anyone that subscribes will be sent the newsletter once a month. Contacts are stored according to our privacy policy inside the ghpride.org database; contacts can unsubscribe at any time via a link at the bottom of received emails. The newsletter layout is based on a template created specifically for this purpose. Changes to this template can be made, but should be done sparingly to maintain consistency and efficiency.

Content Sections

Note from Co-Chairs

One or both co-chairs writes a short message - a paragraph or two.

Events

The next event is highlighted - the who/what/where/when/why of it all.
Include information about volunteering, if applicable.

Plan Ahead

Note the following event (or two) if information is available.
See Events spreadsheet

Days of Awareness

Upcoming days related to the Queer Community. Not related to a specific event, but to help build awareness. See dates

Calls to Action

- Donate – support year-round programming and events, including the Pride Festival
- Sponsor - highlight new tiers
- Volunteer – Events and festival day-of

Committee Highlight

Introduce 2-3 committee members ahead of the next festival

Other

Any other updates such as: volunteer/vendor applications opening on website, etc.

Procedure

1. The newsletter goes out on the 3rd Wednesday of every month.
2. All content (see above) is due 5 days prior and should be submitted to the web professional in charge of the website.
3. The web professional fills the template with the received content and schedules it to go out the morning of the 3rd Wednesday of the month.