



WEEKLY NEWSLETTER CONTENT SUBMISSION GUIDELINES

Our members need to receive updates, information, and action steps related to our vision, mission, and work. Below you will find best practices for creating newsletters that are read and acted upon, as well as submission guidelines. These guidelines are designed to keep the weekly Newsletter fresh, well-read, and working for all members.

Please note that the Newsletter is **NOT the only way to reach your target audiences**. Should you wish to explore additional forms of communicating, contact the Communications and Marketing VP who will be happy to help you achieve your goals.

The Executive Director facilitates the publication of the weekly newsletter based on the guidelines provided by the Marketing Committee. Any questions or concerns should be directed to the [Marketing VP](#). **The Newsletter specifically is for events and announcements related to Temple Sinai activities, and to presenting limited material from other Jewish organizations.**

Commercial activities or advertising unrelated to Temple Sinai's mission will not be included.

Newsletter Best Practices

- strong subject line
- clear call to action
- brief scannable articles with short, easy-to-read content
- links to additional information if article length requires it
- images only if they contribute to the topic

Submission Guidelines Mail date: Newsletters are emailed on Tuesday of each week.

Submission deadline: Thursday at noon, the prior week, to the [Executive Director](#)

Keep Content Short & Sweet: No longer than 150 words; link to additional information posted on your web page or other newsletter; long copy will be truncated,

Please have your Committee Chair or group leader approve content before submission.

Photos and Images: only if they contribute to the topic. Follow this link to our [photo policy](#).

Double-check: Please make sure all dates, times, and locations in your article are correct.

Fresh content: Unless otherwise discussed, articles will run for no more than two consecutive weeks. Please be sure to indicate the dates you wish to have the content run.

Save the Date: Unless otherwise discussed, a Save the Date submission will run for one week chosen by the submitter, typically a month ahead.

Scheduling articles: We can't schedule articles more than two weeks in advance. Please plan accordingly. **Special Reminder** – We reserve the right to edit or change any and all content submitted. All articles may be edited, changed, or removed by the Temple's Communication Team.