
YOUTH PROGRAM PARTNERSHIP NEWSLETTER GUIDE

Developing a Youth Program Partnership Newsletter may help you to achieve your communication goals. Follow these steps to design your own newsletter.

WHO is our audience?

Identify who your key stakeholders are. Who is invested in the success of the young people you serve, and in the success of the program? Who influences the long-term success of your partnership? Your stakeholders may include youth participants, the community partnerships liaison at the school district, school administrators, parents/guardians of participants, school staff, community based organizations that you partner with, etc.

WHAT is our purpose for communicating with our stakeholders?

Choose which purpose(s) are the best fit for your program and partnership, or create your own.

- To build a community of stakeholders who are invested in the success of your program and partnership
- To communicate how the program and partnership are meeting school, student, and community needs and to illustrate the program's impact (how it is valuable and a critical part of the school community)
- To showcase program or partnership values, such as collaboration, learning, or innovation
- To be accountable to the community by sharing how your program's unique approach and outcomes match its vision and goals

WHAT will we write about?

Talk to some of your stakeholders before you begin. What do you know about what each of those stakeholder groups cares about?

- Share your communication strategy and plan with key stakeholders, such as the school principal, your supervisor, etc. and ask for feedback.
- Talk with some stakeholders to find out what they would like to know about your program and how they would like to receive the information.
- Ask youth participants, staff, and volunteers what they want the stakeholders to know and what makes the program unique.
- Identify your organization's policy for collecting and sharing photos, stories, etc. about participants, staff, and/or volunteers.

HOW will we distribute our newsletter?

Keeping in mind your staff capacity to create the newsletter on a consistent basis, consider...

- Program calendar (at what times of year do you have important information to share?) and frequency of distribution (e.g. monthly, quarterly)
- Accessibility: What is the most accessible way to deliver it to the most people, and what language(s) will our newsletter be provided in?
- Format (e.g. e-mail message with key bullet points, one-page newsletter with photos made using a Microsoft Word newsletter template or Publisher, Facebook post) and platform (e.g. [MailChimp](#), Facebook, printed material)

WHAT TO WRITE ABOUT: SAMPLE NEWSLETTER COMPONENTS

Overall tip: *Connect the content of each component to your audience and purpose!*

Component	Description	Sample Component Titles & Content Ideas	Tips
Who We Are	-Highlight your organization (history, values, mission, etc.), staff, key partners, or volunteers	-“Q&A with Our New Program Director” -“Program Values: What Youth Have to Say” -“Our History Here at ____ Middle School: How it All Began”	-Include a photo (with proper permissions)* -Story or interview format
Story-telling	-Highlight a program activity or participant that illustrates program/partnership impact	-“Community-Building in Action” -“Q&A with our Music Production Class” -“Introducing Our New Curriculum: What Does Project Based Math Learning Look Like?”	-Include a photo* or make a collage -Include quotes from staff, youth, or family members that relate to the program partnership goals, such as what youth are learning -Format: Story, interview, or collage
Data-sharing and Continuous Improvement	-Share qualitative or quantitative data aligned with mission and/or goals shared by the partnership such as program outputs (e.g. # of youth who participate), program outcomes (youth or family survey, program or school attendance, grades), youth program quality assessment data, etc.	-“Highlights and Action Items from our 2016 Youth Survey” -“1 st Semester Data Report Shows Attendance Interventions Work!” -“Assessing Our Program Quality: Increasing Levels of Engagement” -Exceeding Goals: Program Attendance and Retention Rates Soar”	-Share program-level outcomes (not individual or identifiable student-level data) -Story or chart format
Youth Voice	-Include the voices of your participants—through an article written by a participant, quotes from participants in articles, etc.	-“Youth Reporter: Our Program from a 5 th Grader’s Perspective”	-Story or interview format
Gratitude	-Express gratitude to specific people and/or stakeholder groups who contribute to your program and partnership’s success	-“Special thanks to the classroom teachers who have hosted us this year!” -“Principal _____: A True Partner”	-Make copies of the newsletter, circle the names of the people you thank, and personally deliver a copy to each one -Format: list of people and what they have done that you are grateful for
Upcoming Events and Announcements	-Share dates and a description of upcoming events, activities, or programs	-“You are invited to our program Open House next month!” -“Summer Program enrollment is open now”	-Calendar or list format
Contact	-Include the name, title, phone number, e-mail	-“For more information, contact...”	-Format: brief description

Information	address, and room number (if applicable) for the main contact(s) for the program		
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