

JUNE 2026, v1.1

THRIVE NEWSLETTER GUIDELINES

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Resources

Here is a list of resources referred to in this guide. If something is missing, or needs to be updated, you are welcome to change it in the living document.
Otherwise, let the #wiki Slack channel know.

Resource
Monthly Themes: TP_GUI_031: THRIVE Monthly Themes and Internal Codes.docx
TMN Doc for planning content (typically used for planning ahead so if content is agreed on within a meet it's not always updated in doc): TMN Master Doc 2025
Sender (team lead will need to request login info): https://app.sender.net/campaigns
Previous Newsletters: https://thrivabilitymatters.org/newsletter/
WP Login: https://thrivabilitymatters.org/2025/wp-login.php
Permalinks and UTM Codes (for newsletter links): TP_REG_018_ Permalinks and UTM Codes and Hashtags (v1.2) For Google Analytics speak to the #team-analysts channel in Slack. • Or ask for access to Google Analytics data in the #it-support Slack channel.
Form Responses: Help Us Improve Form - Responses
Feedback Form: Help Us Improve Form
Puzzle Generator: https://puzzleme.amuselabs.com/pmm/dashboard
NEWSLETTER INBOX: IT Support Access Request Template: Hi #it-support, I would like to request access to TM Newsletter inbox Resource: tmn@ThrivabilityMatters.Org Reason: read and reply to messages Access type: general Account: _____@strive2thrive.earth Endorsed by: @_____
PUZZLE MASTER GOOGLE ACCOUNT: IT Support Access Request Template: Hi #it-support, I would like to request access to Puzzle master Google Account Resource: thriveprojectpuzzlemaster@gmail.com Reason: create and post puzzles Access type: general Account: _____@strive2thrive.earth Endorsed by: @_____
Sender / WordPress / Canva access may be asked for by using this template as a basis.

About the THRIVE Newsletter

The monthly newsletter is an informative and engaging medium which conveys information about each of the monthly themes (based on the United Nations SDGs). These are sent every month to inform our community of our efforts, and of what is happening in the world of thrivability.

Several items are compulsory, and must be added to each newsletter, in the following order:

- Header
- Quote
- Hero Piece
- Article Preview
- Good News section and / or News Item
- Webinar Replay
- Thriving Minds
- Volunteering Banner
- Partnerships Banner
- Footer

Other items may be added between them - these are optional, and depend on what content is available. Examples of optional content include:

- Community recognition / spotlight, thriver recognition, whitepaper promotions, additional news items, and other items detailed on the next page.

The above may be altered with agreement from the Newsletter team.

Details on these can be found on the next page and the Section Quick Guide.

Key

TMN - Thrivability Matters Newsletter (just refer to the newsletter)
HP HTML - the WordPress hosted version of the newsletter
QC - quality control/check
TEST1/2 - first and second test (if necessary) sending of newsletter to test group (currently TEST_SH) to find any errors.
TMW - Thrivability Matters Webinar, normally relating to the registrants that are manually uploaded (currently done by Angus)
TP - THRIVE Project

Compulsory versus Optional Sections

Compulsory Section	Optional Section (depending on content)
Header: The name of the newsletter, the monthly theme, and edition number go here.	**Thriver Recognition**: A post recognising a Thriver's achievements e.g. an award or published work etc.
Quote: An interesting and / or insightful quite relating to the monthly theme. Find quotes by searching for “quotes about [NAME OF TOPIC]” on the web. ● i.e, *Quotes about climate change*	**Community Recognitions/Spotlight**: Recognising someone/a company who has showcased thrivability, whether a past Webinar speaker or anyone else.
Hero Piece: This can be: ● A diagram relating to the monthly theme. ● An article summary ● A news story ● A paragraph highlighting a company or person ● A paragraph introducing the theme, and an additional quote. Note: it doesn’t have to be completely on theme, as long as it’s relevant and interesting. **This section has a button:** ● Have it link to an article or webpage relating to the hero piece (or one of the three articles in the articles section if not possible). ● Make sure the button’s text calls on readers to discover / explore the topic further.	**Thriver’s Voice**: 80-100 words from a THRIVER on a topic relating to theme. If you wish to insert one, please make sure to ask them at least 1 - 2 weeks in advance, and check over it for spelling or grammar errors.
Article Preview: Short summaries of three recent articles (ideally those that match the monthly theme), and images of them (containing links to them).	**Extended Post (Part 1/2/3)**: Section that goes across 3 months building up to something e.g. release of whitepaper.
Good News: Any good news story from Australia/around the world - preferably a THRIVE News article. The button typically links to a News Article you / someone in the team can write, or can link to expanded section in the Newsletter on our website.	**Fictional Story Highlight:** Previous newsletters had a short fictional story that represented a problem and/ or potential solution relating to the monthly theme. This depends on someone with creative writing abilities, who can

News Update: If there is any news about TP e.g. taking part in an event or being recognised somehow, or releasing new content such as white papers, you may highlight them here, and link the button to them. If there are multiple pieces of news, you may create multiple sections. If no news exists, you may fill these sections with optional sections.	adapt thrivability information in a short narrative context. (see past newsletters) Note: Not really used anymore - if it can be adapted and improved great but otherwise leave it.
Webinar Replay: Image of Webinar Replay, showing the month's webinar speakers, and link to this month's Webinar Replay article on our website.	
Webinar: Image showing next webinar theme (and speakers if possible). The button links to registration form for next Webinar	
Thriving Minds: Button links to quiz / puzzle page, where a new quiz / puzzle is created every month. The text changes to refer to the monthly theme.	
THRIVE Volunteering: Image promoting volunteering, followed by button link to Volunteering page.	
THRIVE Partnerships: Image promoting partnerships, followed by button link to Partnerships page.	
Footer: Information about our contact details and social media links. This is the same each month, but change the UTM codes to point to the current month and theme.	

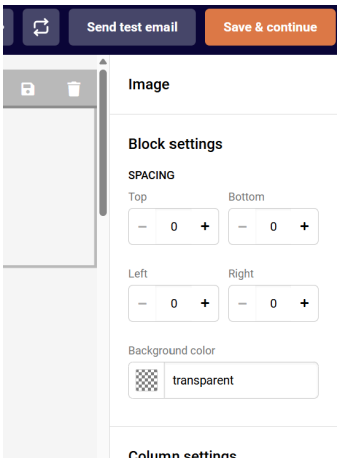
Using Sender

There are various design and function limitations with this software and it's possible we'll move onto using something else in the future.
First you will need to request access to the Sender account via IT support. It's a single use account so only one person can have access, along with IT.

Anyone in the TMN team, or wider TP team can create/write content for the newsletter, you can edit it or ask editors for help editing it.

Creating a new TMN.

1. Duplicate the previous month's TMN. All sections and buttons etc will be there and will just need the content updating and some bits maybe moved around.
2. Over the past months meetings you would have come up with content ideas with the team, time to fill in the sections.
3. Update the title to something catchy that relates to the theme - you may also use the month's theme as seen here. You can brainstorm this and use AI for help. Consider SEO best practice and what will catch people's eye.
4. Update the edition in the top right corner **(for example October 2025 would be: 10/12, 2025)**. The format is *month/12, year.*
5. Fill in your Hero Piece section (the first section that should be the most interesting). We've found that using an infographic rather than a photo image works well. (Winnie/analyst can make this). Bullet points also work well.
6. Fill in your Good News section. Replace the image and text. Link to News Article that someone can write or link to WP HTML TMN that expands on section. Repeat with all sections.
7. NOTE: you can copy blocks on Sender, rather than creating new ones, which will keep formatting consistent. If you do need to create new blocks or play with spacing, ensure the formatting is the same e.g. font etc., and you can play with spacing using 'block settings' on right hand panel when you have a block selected.



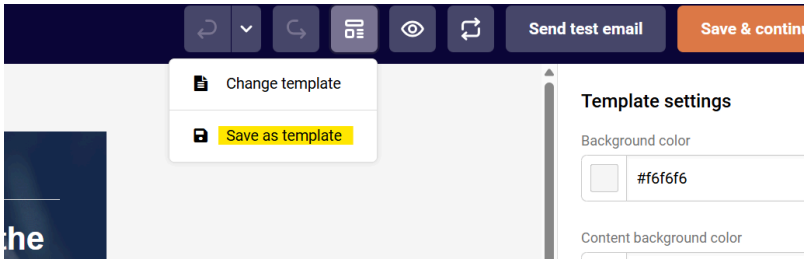
8. **Articles:** Change month to correct month. Ask Editorial what articles will be published that month/check what articles have been already published that month and copy their titles into the blocks. Use something like Pexels or Unsplash to find related images. Crop them using Canva (or any other image editing program) to 900x600px. Hyperlink the IMAGES to the article (copy url or ask Editorial for url of article that's not yet published). Add UTM code for the month onto the end of the url. (See UTM section in guide).
9. Update and replace 'Next Webinar' graphic - Canva link
   (copy and paste icon from webinar page)
   (webinar is always 3rd tuesday of month)
   (change file type to PNG)
10. Post webinar: Update and replace 'Webinar Replay' graphic - Canva link
    (grab headshots and info from webinar calendar)
    (aim for headshots to align, have no background, and foreheads line up etc.)
    (pick new image that fits theme for right hand image)
11. Add links to the content into the buttons, and the article images.
    When hyperlinking or addling link to a button on the TP website include UTM code at the end of the URL.

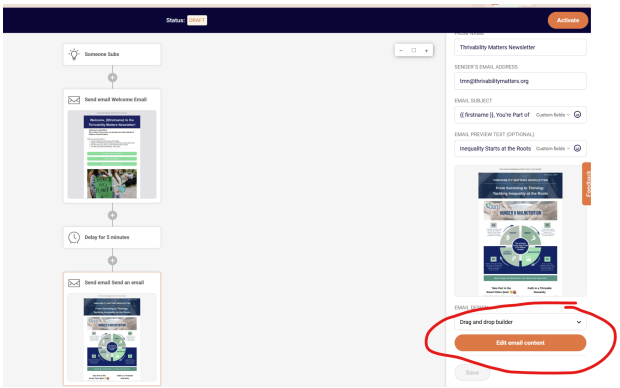
- Please make sure you press the ENTER key after adding each link, or it will fail to save (and you will need to type it again).
- **NOTE: EVERY LINK from Sender to TP Website needs UTM code (for that month) on end of url, even the links that stay the same e.g. Webinar registration link.**

12. If section links to HTML WP rather than website, add anchor link e.g. https://thrivabilitymatters.org/newsletter/2025/06/securing-the-source#part-1-3 Format: thrive website / newsletter edition / anchor link (#) (more info below).
13. Once done, follow the instructions in the Sending TMN section, or let the person / people responsible for this know that they can prepare to send the newsletter.

Updating Welcome Automation Email

1. Each month create a template of the current newsletter (the day of or after sending). Duplicate the newsletter just sent, go into edit it, 'Save as Template', name it 'Oct2026' etc. Then come out of that, delete the duplicate newsletter you don't need.





2. Then open the Welcome Automation from the left hand menu, edit the second email in that automation, 'Most recent TMN is sent' to be that new template. Click 'Edit email content' and using the same template button, 'Change Template' to the one you just create.

3. Update the Email Subject line to match the newsletter too. You can leave the preview text blank.

4. Click Activate in the top right. Then new subscribers will receive the newest newsletter upon subscribing.

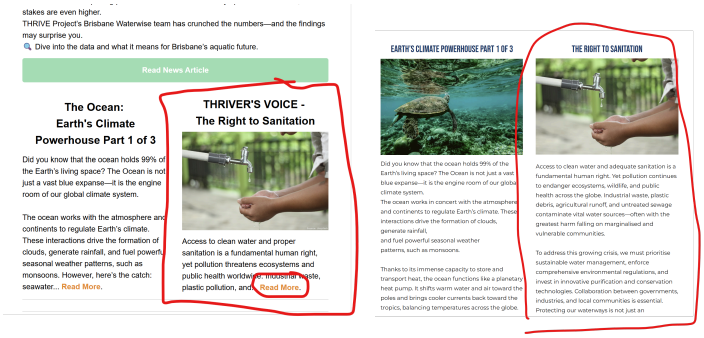
Using WordPress

Reach out to IT with any issues here. You will need WP access specifically so you can edit and duplicate/clone newsletters.

FAQ - Why do we use WordPress AND Sender? Sender sends the newsletter to subscribers inboxes. WordPress hosts the newsletter on the website so we can keep a backlog of past newsletters and track the analytics of them. It also offers space to expand on your points from the Sender newsletter if you're not writing a whole News Article to link to.

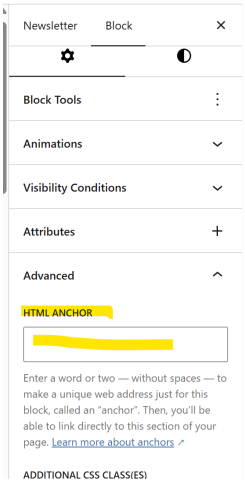
Option 1. Sender offers concise section with anchor links -> WP HTML offers expanded section.

Option 2. Sender and WP HTML contain same content in mirrored sections and both have buttons that link News Article e.g. Tawny Frogmouth Section and Article here.



Sender Wordpress

1. Clone the most recent newsletter. Again, as with the Sender Newsletter, update all the sections with the new content and images.
2. Update title and month of newsletter.
3. Add in quote relating to the theme.
4. Update and replace 'Next Webinar' graphic - as above.
5. Post webinar: Update and replace 'Webinar Replay' graphic - as above .
6. Update articles with the first 6 articles published in the month. Link the images to the article (note: no UTM code needed now as the WP HTML TMN is already hosted on the TP website).
7. Create Hero Piece - as above.
8. Create Good News section - as above.
9. Sort out Content list and use anchor links:
10. Create internal anchor links from content list to content using # on content list item (more info below).
11. Create anchor links to link from Sender email to HTML WP: click heading e.g. Spotlight, on right hand panel, open 'Advanced' and set HTML anchor if not already set. (Screenshot on previous page).



General:

1. Create new puzzle and send iframe embed code to IT team as a text snippet on slack (hit the plus button near the messaging box). Once you are familiar with other processes you can ask IT to explain to your how to do this yourself. Anytime before newsletter is sent. (Obviously, we don't want them to update the puzzle too early, best if it's updated 2-3 days before newsletter is sent.)

Anchor Link Templates

If you are linking from the Sender TMN to the WP HTML version you will need to use anchor links at the end of the url, for example:
https://thrivabilitymatters.org/newsletter/2025/06/securing-the-source#part-1-3
Newsletters page link *specific TMN year and month* *title of the TMN* *anchor link*

It may be you don't have to do this. There are basically two options for linking to content.

1. The Sender TMN has sections with buttons/hyperlinks that link straight to the TP website.
2. The Sender TMN has sections with buttons/hyperlinks that link to the WP HTML TMN and the section expands on the Sender section adding more info. The WP HTML version section may then also link on to the TP website.

(These can be changed and updated just ensure any changes are noted and their use stays consistent.)

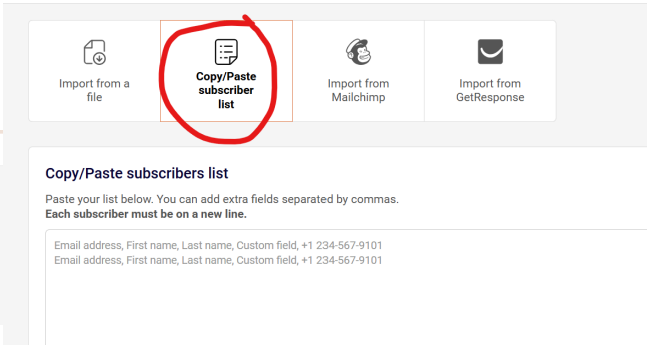
Hero Piece (if it's not the Spotlight) - #hero
Spotlight - #spotlight
Thriver's Voice - #tv
Good News - #goodnews
Part 1-3 - #part1-3

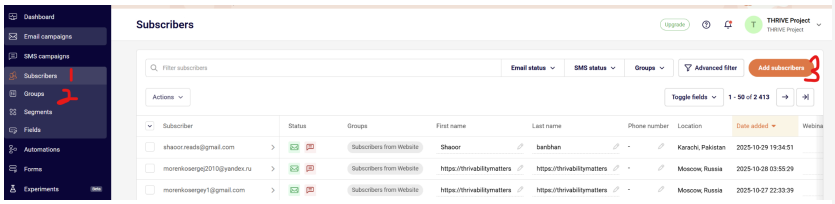
Sending TMN

- Current research shows best sending times are Tuesday or Thursday in the morning UTC+10.
- We aim to send the newsletter approx. 20-27th of the month, can be earlier if we are aiming to promote something in particular that comes earlier.

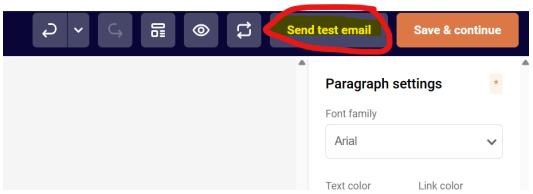
1. Ensure TMW registrants are uploaded (currently our IT team does this).

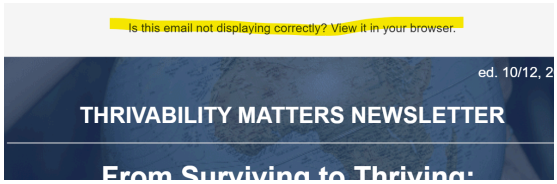
2. Ensure TEST1 has been sent out, newsletter team members have opened it, read it, checked for typos/image errors/link errors/anything that may be wrong.
    a. Adding to TEST_SH: add new TMN team members to group in Groups.





    b. Send to yourself using ‘Send Test Email’ button. Open it in browser and send that url link to QC channel and anyone QCing. (Give team 24-48 hours to QC).



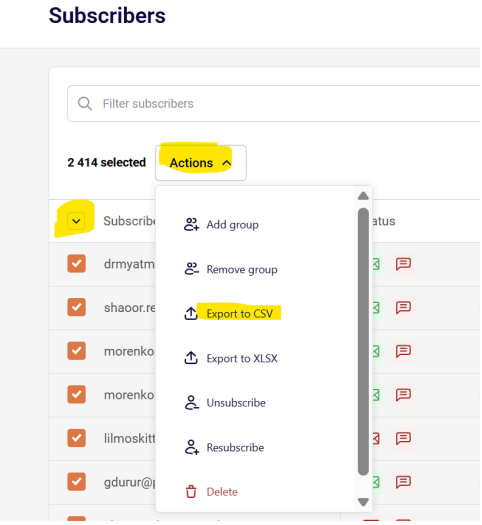


3. Make duplicate of TEST1, update/correct any errors found. If there were many errors to correct send out a TEST2 and have the team check that also. If there were only minor errors you can move on and call the duplicate newsletter FINAL.
4. Ensure QC of the WP HTML TMN is complete by 1 or 2 people. This can be done by anyone with WordPress access - you might have to check their WP account has correct level of access to view the draft Newsletter. Again they’re just checking links etc.
5. When everything is perfect you can schedule the WP TMN and check links work coming from Sender (late UK time so it’s early AM in Brisbane)
6. IT to send Sender TMN Tuesday or Thursday mornings
7. The page may become cached in WordPress. It may happen every month, so it will have to be manually regenerated as a step of the publication process.
8. During final checks, you may notice the slug on the website version resets itself to the default format, so it was thrivability-matters-newsletter-august-2025 instead of the slug you want.
    a. this is the box to check - IT can also double check this.
9. Follow the instructions in the Analytics section below.



Analytics

After releasing each newsletter, download the subscriber analytics information.



- You can check analytics within Sender, such as Clicks Report and Overview.
- The analysts team has Google Analytics access to check UTM codes and other things.
- UTM codes.
- Sender demographics and information that subscribers provide.
    - To download subscriber info from Sender you need to download a CSV file: Go to Subscribers on left hand side > click down arrow and click select all > click Action and click Export to CSV.

Share this with the Analysts team in the #team-analysts Slack channel. Ask for access in #it-support if you can't find the channel.

UTM Codes

UTM links apply to all EXTERNAL links that link back to TP website.
TP_REG_018_ Permalinks and UTM Codes and Hashtags (v1.2)
To find TP code go here and check bottom image)

Format: **?utm_campaign=*202510_IP*&utm_medium=email&utm_source=newsletter**
(orange part is updated monthly) *year**month*_*TP CODE*

Change all UTM codes at the end of each URL EVERY MONTH, even the links that don't change. Examples of UTM codes are below:

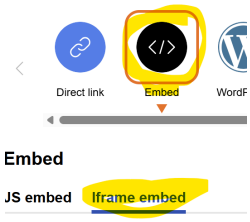
November 2025	**?utm_campaign=*202511_ST*&utm_medium=email&utm_source=newsletter**
December 2025	**?utm_campaign=*202512_PP*&utm_medium=email&utm_source=newsletter**
January 2026	**?utm_campaign=*202601_DI*&utm_medium=email&utm_source=newsletter**

February 2026	**?utm_campaign=*202602_SP*&utm_medium=email&utm_source=newsletter**
March 2026	**?utm_campaign=*202603_SM*&utm_medium=email&utm_source=newsletter**

Creating Puzzles

Puzzle Generator:
https://puzzleme.amuselabs.com/pmm/dashboard
Puzzle Master Google Account:
thriveprojectpuzzlemaster@gmail.com (PW can be requested via it-support)

- Define the puzzle content in the "Content" tab.
- In the "Messaging" tab, I set the author details to "THRIVE Project" (which you could skip if that was set as the name of the Google account being used), then paste a little note in the "End" box (to be displayed when someone completes the puzzle) directing the player to screenshot the page and email it in (same note every time).
- In the "Scoring" tab, I turn off all hints and reveal options. (I also turn those back on the next month, so people playing puzzles in the archive can see if they've got them right.)
- I hit the "Publish" button.
- I copy paste the resulting iframe embed code into the Thriving Minds page on the website. (You will need to have the correct WP access, granted by IT). Or else, you can ask IT to do this.



A/B Testing (ignore for now)

We are yet to have success with this but this was a suggested way to try from the Sender support team.

- If you are not using API or forms I would suggest using date trigger. Here is tutorial on that:
- Have your subscriber list in an excel or other file.
- Add a column with today's or tomorrows date (depending on when you want the list to trigger). The date should be in this format" YYYY-MM-DD HH:MM:SS
- Go to your Sender account -> Subscribers -> Fields -> Create new field (Choose the field name and Field type: Date)
- Go to your Sender account -> Automation -> Create new workflow -> Choose name -> Choose trigger "A date"
- Trigger setup:
- WHAT WILL TRIGGER THE WORKFLOW? -> A date

- SELECT THE FIELD THAT CONTAINS THE DATE -> (select the field that you created previuosly)
- WHEN SHOULD THE AUTOMATION START? On specified date
- AT WHAT TIME DATES SHOULD BE CHECKED? (choose time that would be at least 15-30min from the moment you are editing the automation)
- Click save and add any other steps you need.
- Activate the workflow

Go to your Sender account -> Subscribers -> Add subscribers -> Import file. Choose the appropriate custom fields to the information columns.
Make sure that you MATCH the column with the date you added with the custom field you created and selected in the Automation. (Please note that the custom field table can be scrolled sideways to reveal all the information you have).
Import the subscribers.
After that, wait for the time that you indicated in the automation and the automation should get triggered.
With date trigger you would also can use it as schedule instead of a delay.

General Pointers/Planning the Newsletter

Writing a newsletter can be an effective way to communicate with your audience and keep them updated on important information. To ensure your newsletter is well-organised, engaging, and error-free, follow these guidelines:

- **Define your purpose (SDG)**: Determine the purpose of your newsletter. Which SDGs/monthly theme will the newsletter cover? Clarify your goals before you begin writing.

- **Plan your content:** Decide on the topics you want to cover, the order in which you will present them, and the length of each section (see how the previous newsletters have been structured). Approx. 50-100 words for Sender sections, keep it brief. Approx. 80-120 words for WP HTML TMN.

- **Use a consistent format (Replicate)**: Choose a layout and stick to it throughout your newsletter. Include sections like a header, introduction, main content, images, and a call-to-action. Replicate the previous newsletter.

- **Quality control:** Before sending your newsletter, proofread and edit it thoroughly. Check for grammar and spelling errors, factual accuracy, and overall coherence. Have someone else review your newsletter to catch any mistakes you may have missed.

- **Include updated links**: If your newsletter contains links to external websites or resources, ensure they are up to date. Double-check that the URLs are correct, and test the links to make sure they lead to the intended destination.

- **Use permalinks**: If you refer to specific articles, blog posts, or pages on your website, consider using permalinks. Permalinks are permanent URLs that won't change over time, ensuring that the links in your newsletter remain valid even if the website structure changes. They can be found here: https://docs.google.com/spreadsheets/d/1ZqmQF-UX9CWFTxXlwKqbGTtPE0wM7OcwtXAQtUYkHS0/edit#gid=0

- **Incorporate images**: Visual elements can enhance the appeal of your newsletter. Include relevant and high-quality images that support your content. Ensure the images are appropriately sized and optimised for web viewing. Use alternative text (alt text) to describe images for visually impaired readers.

- **Engage with compelling text (see previous newsletters):** Write concise, compelling, and informative content. Use headings, subheadings, and bullet points to break up the text and make it more scannable. Keep paragraphs short and focused. Include a balance of text and visuals to maintain readers' interest.

- **Add a clear call-to-action**: At the end of your newsletter, include a clear call-to-action (CTA). This can be encouraging readers to visit a website, subscribe to a service, participate in a survey, or take any desired action. Use a visually prominent button or link to draw attention to the CTA. **This should be a norm in the replicated newsletter (update if needed)**.

- **Test and optimise**: Before sending your newsletter to your entire mailing list, test it on different devices and email clients to ensure it displays correctly. Pay attention to formatting, image rendering, and responsiveness. Optimise the design and content based on the feedback and engagement metrics.

Writing the Newsletter

For draft newsletters, we suggest using a Google Document. This allows changes to be easily made before adding the contents into Sender.
Use our TMN Master Doc 2025, and follow the instructions on the front page. We have been using this less lately but it can be helpful for planning ahead.

Options for who writes:
1. Newsletter lead writes content
2. Newsletter team members writes content/supplies idea for content

3. Thrivers outside of Newsletter team writes content/supplies idea for content - to find out who has a background in which topic you can check this document TAB 5.

When writing sections for the newsletter, assume the reader has no prior experience or expertise regarding the monthly theme or its potential impacts. This doesn't mean talking down to the reader but rather making complex topics easy and digestible. A good test is to have your parents or an older person read your section. If they get lost or don't understand it, revisions are needed.

The newsletter consists of 3 main sections that are completely updated each month. Along with 5 sections that need minimal updating. If most of the work falls on your shoulders, it should take roughly 10 hours to complete, though this may be longer for those with less experience in creating newsletters.

Depending on the makeup of the team, either the team lead can write the majority of the newsletter, different team members can take on various sections, sections can be outsourced to other thriver members, or any combination of the above.

It can be helpful to plan content in advance but as we focus on current affairs and news you do want to be flexible about incorporating content quite last minute.

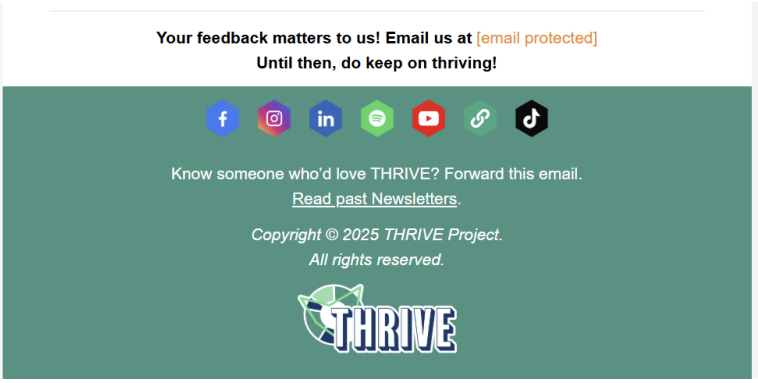
Section Quick Guide

Section	Monthly Updates	Links
Hero Piece	Yes totally rewritten	Links to expanded versions on WP HTML TMN or to News article on TP website
Good News	Yes totally rewritten	Links to expanded versions on WP HTML TMN or to News article on TP website
Articles	Month/title/images/links updates	Links to articles + UTM codes
Webinar Replay	Graphic and link updated (update UTM on Sender version)	https://thrivabilitymatters.org/october-2025-thrivability-matters-webinar-highlights-featuring-saeid-zahedi-dr-suzie-husain-dr-saji-varghese/
Webinar - What's Next	Graphic updated, link stays the same (update UTM on	Image - https://thrivabilitymatters.onlin

	Sender version though)	e/webinar/ Button - https://thrivabilitymatters.online/webinar/register
Thriving Minds	Stays the same (Iframe code needs updating on TP website) (update UTM on Sender version though)	https://thrivabilitymatters.org/thriving-minds
THRIVE Partnerships	Stays the same (update UTM on Sender version though)	https://thrivabilitymatters.org/partnerships/
Thriver Recognition	Yes totally rewritten if included	Links to expanded version on WP HTML TMN
Community Recognitions/Spotlight	Yes totally rewritten if included	Links to expanded versions on WP HTML TMN or to News article on TP website
Thriver's Voice	Yes totally rewritten if included	Links to expanded version on WP HTML TMN
Part 1/2/3	Yes totally rewritten if included	Links to expanded version on WP HTML TMN
Fictional Story Highlight (see past newsletters) Not really used anymore.	Yes totally rewritten if included	Links to expanded version on WP HTML TMN
News Update	Yes totally rewritten if included	Links to expanded versions on WP HTML TMN or to News article on TP website

Feedback / Footer

Unless told otherwise, this section should remain the same. Copyright year will need updating annually.



Whole Screenshot of TMN

Stays the same

First part of newsletter used for newsletter url

Hero Section
Button Font: Arial (14)
Graphic Font: On brand & big enough to read

One off section
Title: Arial (20) H2
Body: Arial (14)



Edition
Font: Arial (14)

Title of Newsletter
Font: Arial (28) H1

Good News Section
Title: Arial (20) H2
Body: Arial (14)

Seperator



Articles
Title: Arial (18) H2
Article titles: Arial (15) H3

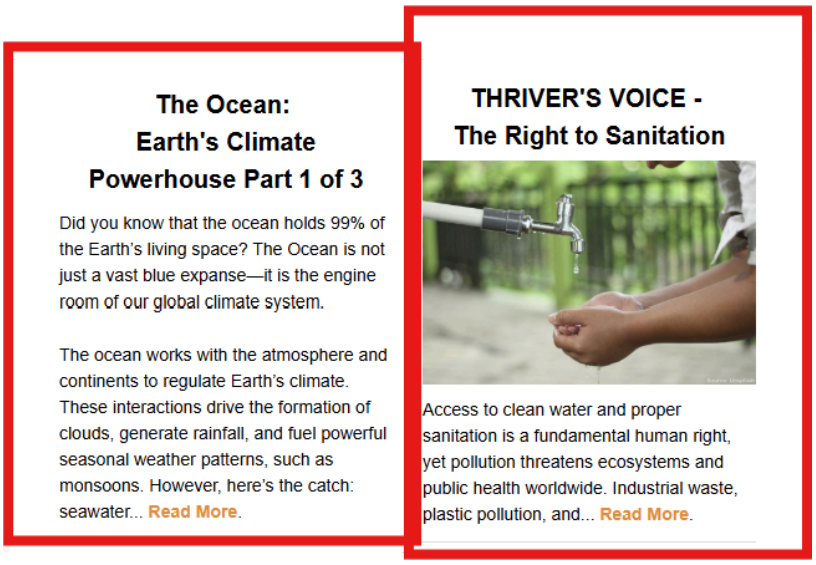
Webinar Replay Button: 18

Thriving Minds
Title: Arial (17) H3
Body: Arial (14)

Webinar Whats next Button: 16

Partnerships Button: 16

Footer (stays the same apart from updating copyright year) Font: (14)



Part 1-3:
Both are same as Good News Section

Thrivers Voice

Hosting a TMN Meet: 1/week

Time can be changed to suit team. Slides template: template.
Slides can be simple as we also often share screen for Sender TMN and WP HTML TMN to get feedback from team on appearance.

Rough cycle of meetings:

1. Last week or the month (normally): Meeting after the newsletter goes out, looking at opens/clicks/analytics.
2. First meeting in a new month: Brainstorming ideas.
3. Second meeting in the month: Brainstorming ideas and locking in content.
4. Third meeting: reviewing newsletter appearance, discussing preview text and subject line to make sure it's a good hook.

You can split the roles of 'hosting' a meet between R's and A's: someone can host, someone can take NAS notes, someone can record etc. Or one person can do it all.

Increasing Click Through Rates

✅ **1. Lead with Powerful Storytelling**

- **Highlight personal impact**: Share short stories of individuals or communities positively affected by Thrive's work.
- **Use real quotes or photos**: Authenticity builds trust and emotional engagement.
- **Link to full stories**: Create a sense of "tease and reward"—give enough to interest, then invite them to click for the full story.

Example CTA:
"Meet Sarah, whose life changed thanks to your support →"

🎯 **2. Mission-Driven, Action-Oriented CTAs**

Nonprofit CTAs should connect emotionally and show impact:

- *“{{ first name }}, See the Difference You Made”*
- *“Help Us Reach More Kids”*
- *“Take the Next Step to End Hunger”*
- *“Read Our Impact Report”*

Use **buttons** that stand out visually and repeat them once or twice in the email.

✍️ 3. Use Engaging Subject Lines with Purpose

- Keep it short (<50 characters) and mission-focused.
- Examples:
    - *“You Helped Feed 500 Kids This Week”*
    - *“Real Change. Real Stories. See Inside.”*
    - *“We Can’t Do This Without You”*

Test subject lines that evoke curiosity, impact, or urgency.

👥 4. Segment by Donor/Supporter Type

If your list includes:

- **Donors** → Focus on outcomes, gratitude, and clear asks.
- **Volunteers** → Include upcoming opportunities and behind-the-scenes content.
- **New subscribers** → Share Thrive’s mission and easy ways to get involved.

📅 5. Time It Right

- Best days for nonprofit emails: **Tuesday–Thursday mornings**.
- Consider monthly or bi-weekly cadence to avoid fatigue.

🎨 **6. Design Tips for CTR**

- Use a **hero image** related to your mission at the top.
- Keep text blocks short—**2-3 sentences max** per paragraph.
- Bullet points or icons help with skimmability.
- Always include **one primary CTA**, supported by 1–2 secondary links.

📈 **7. Analyze & Adapt**

Track:

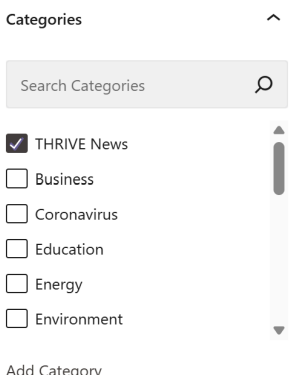
- Which **CTAs** get the most clicks.
- Which **stories or themes** (e.g., food security, education) resonate most.
- Use **A/B testing** on subject lines or CTA buttons (e.g., “Learn More” vs “Take Action”).

NEWS

‘News’ comes under the domain of the Newsletter team also. This includes shorter articles that are published quickly and relate to current events that we want to write on. Anyone can write these, whether Researcher or TMN team member (can also be co-authored). They will also be edited by an Editor before being published.

News articles are shorter than regular articles (approx. 300-600 words). They are less formal in tone but still factual and well written. They still include external and internal links (see Publishing Guidelines on wiki) but maybe only 1-3 external sources and 2-4 internal links.

These are created in the same way as regular articles and can be created by an editor. The editor can then give the TMN team lead or proposed author access to that article.



To make the News articles appear in the News section of the website rather than the Article section, tick the ‘THRIVE News’ category box **only**.

Press Releases

Under the Documents tab on the TP website menu you will find the latest Press Release. This needs updating in 2026, the last one is from 2021.

Version Control Information

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Polina, @Justin	v0.1	Initial draft of updated process (using MailChimp)	Previous process no longer used.	26/10/2022
@Nick, @Justin	**v0.2**	Started adding Information on new process, as MailChimp process was never added.	Previous process no longer used.	**31/07/2024**
@Justin	**v0.2.1**	Added information from storytelling team documents about creating newsletter stories.	New information.	**09/08/2024**
@Justin	**v0.3**	Added information from newsletter team	New information.	**16/08/2024**

		documents about creating the newsletter, and links to a video on how to use Sender.		
@Becca	**v1.0**	Entirely updated.	New information.	**28/10/2025**
@Justin	**v1.1**	Clarified the newsletter section contents, minor update to Sender process to avoid major bug, and explicitly connected writing, testing, and analytics sections in instructions.	Clarity for new users, process update	**23/06/2026**