Telling Our Story Communication Through Newsletters

Virginia Association

of

Planning District Commissions

Training Conference
June 16, 2015



WHY

- □ TJPDC works to have citizens in our region to understand what we do
- TJPDC works to have our member jurisdictions understand what we do
- TJPDC even works to have our Board Members understand what we do
- TJPDC must meet the needs of the less informed with the technical staff members and engaged elected officials
- Drive people to your web site
- Branding of TJPDC
- Market your regional value
- Recognize community leaders

WHEN

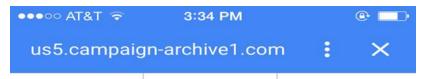
- Information now has to be instantaneous
- Everyone is used to getting news as it happens
- Email twice a month
- Not too much Not too little
- Combine with social media to constantly have
 TJPDC brand in front of stakeholders

Thomas Jefferson Planning District Commission Newsletter





TJPDC News Brief - May 6, 2015



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Past Issues

TJPDC News Brief contains local, regional and statewide information related to the six localities of the Thomas Jefferson Planning District Commission: The City of Charlottesville, and the Counties of Albemarie, Fluvanna, Greene, Louisa and Neison.



TJPDC News Brief - May 20, 2015

State Revenue Update

The Secretary of Finance has reported that total state general fund revenue collections rose 10.2 percent in April. On a year-to-date basis, total revenue collections increased 7.5 percent through April, ahead of the annual forecast of 4.7 percent growth. April is a significant month for individual income tax nonwithholding, where year-to-date collections now are nearly 20 percent more than the same period last year and ahead of the estimate of 7.9 percent growth.

JLARC Outlines Workplan for the Year

The Joint Legislative Audit and Review Commission (JLARC) released its yearly workplan earlier this month, providing details on studies it will undertake the remainder of the year (as well as into 2016). Several of them are of interest to local governments. Full Text...









HOW

- Mail Chimp TJPDC
- □ Constant Contact Others
- Other template email services
- Design and mail independently through Outlook, etc.
- Display your brand

WHO

- 1150 subscribers elected, state, stakeholders, nonprofits, etc.
- □ 22% open rate
- Legislative Newsletter goes to 100 subscribers
- □ 75% open rate

HOW MUCH

- □ \$25.00 per month to Mail Chimp
- Mail Chimp & Constant Contact both offer a "free" service. Limited subscribers, limited features and shows their brand.
- 2 to 3 hours per week of staff time
- □ 75 cents for each print newsletter vs < 1 cent for each electronic newsletter

WHERE

- Email from office
- Save archives to web site
- No direct mailings

Tidbits

- Keep articles short
- Link to longer articles
- Watch using images. They become distorted or removed according to the browser or software opening the document
- Must be compatible for smart phones & tablets & scanners
- It's all about the CONTENT!!
- Person writing the newsletter must understand the programs and information, OR the writer must provide in depth content ready for publication
- Assigned person to see that newsletter goes out
- Monitor the open link results for effectiveness
- □ Connect to social media
- Must have an unsubscribe link on each e-newsletter

In Closing

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