

Our friends at Convio explain what to include in different forms of eCommunication:



eNewsletter- story excerpts that direct readers to your project page for the full story

eBlast- one single, specialized topic or story excerpt about your project

eLetter- a personal letter written in the voice of the organization

Tip: eLetters are normally written by the Executive Director and usually include a picture and digital signature

eCard- a story excerpt, similar to what you would use in an eBlast, but usually with a specific visual design relevant to an upcoming event or holiday

Tip: simple topics like Save the Date, Mother's Day, or an announcement about your most recent project update work well