**Newsletter annual plan - Template**

**Does your newsletter reflect your readers’ needs rather than yours?**

**What is your company’s vision?**

**What are your outcomes required from communication?**

**Housekeeping that must be on every newsletter:** Operating hours, phone number, email address, address, website URL, social media links, logo.

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|  |  | Lead news story | Specialist information story | Special offer | Staff news | Free giveaway or competition | Special events | Charity partnership | Notices |
| Content example |  | Exciting  Challenging Interesting Important | Share your industry expertise | Added value  Discounted product  New product | New employee Upskilling  Successes/fun out of workplace | Download a guideline  Enter the draw to win | Workshops  Sponsorship Collaboration  Local interest | Share impact business has with charity partner | Changes to hours  Call to action  Admin changes |
| January | New Year  Chinese New Year  Auckland Anniversary Day  School starts |  |  |  |  |  |  |  |  |
| February | Waitangi Day  Valentine’s Day |  |  |  |  |  |  |  |  |
| March | Easter |  |  |  |  |  |  |  |  |
| April | Easter  School holidays  Anzac Day |  |  |  |  |  |  |  |  |
| May | Mother’s Day |  |  |  |  |  |  |  |  |
| June | Queen’s Birthday  Matariki |  |  |  |  |  |  |  |  |
| July | School holidays |  |  |  |  |  |  |  |  |
| August |  |  |  |  |  |  |  |  |  |
| September | Father’s Day |  |  |  |  |  |  |  |  |
| October | Labour Weekend  School holidays |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |  |
| December | Christmas  School holidays |  |  |  |  |  |  |  |  |