**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 |  | ExcitingChallenging Interesting Important | Share your industry expertise | Added valueDiscounted productNew product | New employee UpskillingSuccesses/fun out of workplace | Download a guidelineEnter the draw to win | WorkshopsSponsorship CollaborationLocal interest | Share impact business has with charity partner  | Changes to hoursCall to actionAdmin changes |
| January | New YearChinese New YearAuckland Anniversary DaySchool starts |  |  |  |  |  |  |  |  |
| February | Waitangi DayValentine’s Day |  |  |  |  |  |  |  |  |
| March | Easter |  |  |  |  |  |  |  |  |
| April | EasterSchool holidaysAnzac Day |  |  |  |  |  |  |  |  |
| May | Mother’s Day |  |  |  |  |  |  |  |  |
| June | Queen’s BirthdayMatariki |  |  |  |  |  |  |  |  |
| July | School holidays |  |  |  |  |  |  |  |  |
| August |  |  |  |  |  |  |  |  |  |
| September | Father’s Day |  |  |  |  |  |  |  |  |
| October | Labour WeekendSchool holidays |  |  |  |  |  |  |  |  |
| November |  |  |  |  |  |  |  |  |  |
| December | ChristmasSchool holidays |  |  |  |  |  |  |  |  |