



IN YOUR BEST INTEREST<sup>SM</sup>

## **Building Your E-Newsletter Distribution List**

The collection of e-mails must be done in ways that respect the privacy of the client and do not create undue labor burdens on staff. Below are some tips for building an e-newsletter distribution list.

- **Only Ask For an E-Mail Address.**  
The more information you require prospective subscribers to provide, the less likely they will be to join your e-newsletter distribution list.
- **Place a “Subscribe” Box On Your Home Page.**  
Make it easy for people who visit your Web site to join your list by placing a “subscribe” box (basically a form with only one field) in a prominent location on your home page. Even better, place it in the same place on every page. That way, visitors to the Web site can subscribe from anywhere on your site.
- **Refer to the E-Newsletter in Meetings with potential clients and influencer groups**  
What better way to let people know about the e-newsletter than when you have a captive audience? Don’t forget to make information about the e-newsletter, examples or archives of past e-newsletters, and your privacy statement easily accessible from the Web address you provide.
- **Use Print Newsletters and Events to Invite Constituents to Subscribe.**  
Consider making the e-newsletter part of any print newsletter, mass mailing, or event. You can advertise both your Web site and the e-newsletter through any of these means, but you can also use them as opportunities to collect e-mail addresses. Any time you send a print newsletter or mass mailing, consider including a mail-in form (with the Web address, of course) to enable people to subscribe to your list. At events, consider placing a clip board in a prominent location with a request for e-mail addresses.
- **Encourage Subscribers to Send the E-Newsletter to Friends.**  
In every edition of your e-newsletter, consider including language that encourages people to forward it to others they think might be interested. If they like what they see, many of them will, and then those people become prospective subscribers. It may sound simple, but it’s very effective. After all, it’s a technique that marketers have been using successfully for ages. In the Internet age, this is called “viral marketing.”

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