

Seattle Children's Newsletter Request Process and Requirements

There are a few options available to help with newsletter creation. Before deciding which option is best, please read this information carefully. Instructions for proceeding with different options are at the end.

Newsletter Best Practices

Newsletters must conform to Seattle Children's [brand guidelines](#) and [editorial style](#).

Before taking the time to produce a newsletter, you may want to survey your audience to see how they prefer to receive information (e.g. verbally, by email, etc.), then determine if a newsletter is, indeed, the best way to communicate / share information.

Success of a newsletter depends on:

- Having an audience that is engaged in a particular subject or project (e.g. children with a specific physical or medical condition; a major construction project impacting many people; information about unique products or services applicable to your audience)
- Having interesting and relevant content to share (put yourself in the reader's shoes - why would you want to read this newsletter?)
- Having resources dedicated to writing and producing it on a regular basis - at least once a quarter but no more than bi-monthly.

A newsletter may not be the best option when:

- You plan to send it on an infrequent or irregular basis
- You want a channel where you can interact with your audience (e.g. allow them to post questions or give feedback)
- You need to share real-time or immediate information with your audience
- You are sharing information you want your audience to be able to access for an indefinite period of time

Electronic Newsletters (e-newsletters)

Requirements

Electronic marketing email - or e-newsletter - tools come with a number of legal responsibilities you must follow to avoid any possible legal issues.

For example, to send an e-newsletter using an email marketing tool, you must build your email list with readers who opt-in to receive your information. Purchasing lists or adding people to a list on your own is not allowed.

Seattle Children's offers an online system called MailChimp for creation and distribution of e-newsletters. MailChimp e-newsletters require Marketing and Communications (MarComm) approval, and users must agree to comply with MailChimp's [Terms of Use](#), including laws set forth in the [CAN-SPAM act](#); users must also comply with Washington state's [anti-SPAM laws](#).

Analytics

MailChimp provides many standard analytics to help measure success of your e-newsletter, including:

- Subscriber Activity
 - Open Rate: How many people opened the email?
 - Clickthrough Rate: How many people clicked through links to other content?
 - Who opened my email? What links did they click?
- Opens by Geographical Location
- Bounce Rates: Whose email address no longer works?
- Unsubscribes: Who no longer wishes to receive my email?

Support

MarComm provides the following support for approved MailChimp-generated newsletters:

- Helping you create and test an e-newsletter template
- Helping you create and test an e-newsletter sign-up form
- Setting up e-newsletter analytics
- Training you on use of MailChimp and analytics
- Helping with general newsletter and MailChimp questions/issues

Cost

MailChimp allows you to collect up to 2,000 email addresses a month and send your e-newsletter to a maximum of 12,000 individual email addresses a month for free. MailChimp has a [tiered pricing structure](#) for anything surpassing either of these parameters.

Print Newsletters

Requirements

Developing a print newsletter to mail or send as an email attachment requires resources dedicated to writing content, collecting images, layout and production, and distribution. And newsletters that are mailed have certain restrictions and requirements.

Analytics

There are very few options for analytics with a print newsletter.

If a newsletter is uploaded to a site like CHILD or seattlechildrens.org and linked to from an email, you can track how many times the newsletter was clicked on or opened.

If you place print newsletters in specific distribution areas, you can measure how many were taken from each newsletter.

You can also include calls to action in a newsletter and measure the number of responses you get, or conduct periodic surveys to measure how your audience feels about the newsletter content.

Support

Producing and mailing or distributing a print newsletter is the responsibility of the team/department that owns it. MarComm has an approved newsletter template available in Microsoft Word, but does not support Publisher. Any custom-designed newsletters should be reviewed and approved by MarComm.

Internal

Depending on audience and content, newsletters may be shared via internal channels like *InHouse* and CHILD. You can also request to have newsletter content reviewed by a member of the Internal Communications team. Send your request, along with the newsletter in .doc, .docx or .pdf format, to inhouse@seattlechildrens.org. Allow five business days for review.

External

Depending on your audience and content, departments can send print newsletters to external groups like patients and families or community partners. New external newsletters for patients and families should be reviewed by Patient and Family Communications in the Family Resource Center. Email your request to lindsay.hill@seattlechildrens.org. For community partners, email your request to marcommrequests@seattlechildrens.org and someone will follow up with you.

Cost

The team/department producing a newsletter is responsible for any costs associated with printing, copying, mailing, etc.

Newsletter Approval Process

Still interested in creating a newsletter?

For a print newsletter:

To request review of a newsletter you are designing yourself, or to learn more about the pre-approved newsletter template that offers layout options to fit your needs, please email marcommrequests@seattlechildrens.org.

For an e-newsletter:

To request a MailChimp e-newsletter, please complete the [5 Essential Questions form](#) and email it to MarcommRequests@seattlechildrens.org. MarComm approval is required.

Requests received by Friday at noon are reviewed Wednesday morning; a representative from MarComm will contact you about the decision and next steps.