

POSSIBLE NEWSLETTER ARTICLE STRUCTURE

Introductory 2-3 sentences: This needs to answer the “What” question. What happened and what is the catchiest thing you can say about this event or activity to grab attention? Kind of like writing a short statement for Facebook, this opening paragraph needs to capture interest and stand on its own.

Second section (2-4 sentences): Why did this matter? Did we learn something? If so, what were the takeaways? Did someone share a powerful story that you can share in the article? Instead of just reporting on what happened, this area allows you to flesh out why HIPHI was a part of it.

Third section (2-3 sentences): Who was there, where was it and when did it take place (if not already covered above). Use this to recognize partners, etc... but remember your article should not just be a report on who attended. This is context, but not the story!

Closing (1-3 sentences): Reference your introduction, if appropriate. For example, if you reference HIPHI as a “hub for health” in the intro... a closing might say “We can only truly be a hub for health if we are out in the community listening and learning. Today, we learned that...”