



CONNECT YOUR RESIDENTS WITH A FREE NEWSLETTER

Benefits of a Newsletter



Spread the word about programs and events.



Reach out to new residents who are looking to connect.



Build trust with a timely, reliable resource they can count on.

Can we really offer you a FREE newsletter? Yes, we can.

We are already providing a free newsletter service to over 5,000 organizations across the U.S. We've been selling ad-supported publications for over 50 years. So, we know how to print and deliver a newsletter to your community at no cost. We do it by selling ads to those in your local community that would like to get their message to your audience. **It's that simple.**

We handle it all — training, ad sales, printing, shipping, billing — so you can focus on the important job of running your center.

- ✓ We provide a free, professionally designed newsletter template — you provide the stories and news about your community.
- ✓ We train and guide your staff on how to transmit to LPI for printing.
- ✓ You have a digital presence as well! Each issue of your newsletter is posted on **MyCommunityOnline.com** and emailed to your subscribed members.



LPI helps build engagement and communication by providing print and digital tools like ad-supported newsletters, design services, websites, and art and content.

Visit www.lpicommunities.com for more information.

FAQ'S

Free? It sounds too good to be true!

There are no hidden fees or charges. You provide the content, we print and ship to your door. Your newsletter service is paid for by the ads we sell.

What difference does print make?

Printed newsletters offer a tangible connection with your organization. They have a long shelf-life and high engagement. And, each issue of your newsletter is automatically posted on **MyCommunityOnline.com** and emailed to your member list.

What does the process look like?

We provide training on a variety of desktop publishing programs, so you're set for success from the start. You'll be given a newsletter template, uniquely made for your organization.

World class support when you need it.

Our customer service team is available to both your organization and your business advertisers, and we're happy to help.

Tell me more about the ads and how they'll appear.

Ads will appear throughout your newsletter and feature local businesses looking to connect with your audience. They serve as a

resource to your readers. We'll work to secure their support.

Can we add the newsletter to our website?

Yes, and easily! We have technology that updates your website automatically with your newsletter as soon as you upload for printing.

What if I don't have enough content for a newsletter?

We can help! LPi provides free images and content for you to use, large and small. Puzzles, articles, graphics, photos, and more are available for staff members.

Can we have a trial period?

A newsletter contract with LPi requires a 1 year agreement. We shoulder 100% of the risk and simply cannot recuperate our initial investment in a shorter agreement. In addition, our advertisers purchase ads annually and there is a very high rate of renewal after one year.

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