

How to Start a Newsletter with LPi

Your community has stories worth sharing. We make publishing them easier.

Our team helps organizations create professional print and digital newsletters — with the design, tools, resources, and the friendly support you need to keep publishing.

Getting Started is Simple

1 Tell Us About Your Organization

It starts with you! We'll learn about your organization, your audience and what you want your publication to accomplish. An interactive questionnaire helps our team understand your needs and what makes your community unique.

2 Get a Custom Newsletter Design

Every new publication customer receives a complimentary custom-designed template. Your design is created around your organization so you can start with a polished, consistent layout instead of building every issue from scratch. We keep accessibility in mind throughout the design process, using ADA-friendly practices to help make your newsletter easier for everyone to enjoy.

3 Add the Content Your Community Cares About

Fill your newsletter with the information that your readers want most: upcoming events, calendars, news, volunteer or member spotlights, helpful resources, and community stories.

LPi customers also have access to **WeCreate**, our digital library of professional graphics, seasonal content, puzzles, articles, and even unique comics to help make filling your pages easier.

4 Publish in Print AND Digital

Reach people where they are. Print newsletters give readers something tangible they can keep and reference, while digital publications make your information convenient to access and share online. LPi helps you take advantage of both without having to do any extra work.

5 Publish in Print AND Digital

You don't need publishing or design experience to create a great newsletter. LPi provides one-on-one training, resources, and ongoing support to help you feel confident with the tools and process.

What About the Cost?

LPi publications are fully funded through advertising from local businesses, at no cost to your organization! That means your organization can spend less time worrying about printing and publishing expenses and more time serving your community.

Ready to tell your community's story?

Let LPi help you create a professional newsletter that keeps your audience informed, engaged and connected. Get started with LPi Newsletter Services at www.lpicommunities.com/Newsletter-Services today!

