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THE PARTNERSHIP CONNECTION

Writing Excellent Newsletters

by Jeff Townsend, Director of Field Development (DFD)

The most important ingredient in Partnership Development (PD) is prayer! The best way to get your supporters and others praying is to publish frequent, well-crafted newsletters. You might even refer to them as prayer letters. You want to communicate ministry news in an impactful way and then invite fervent prayer for your efforts with students.



Tips for tip-top newsletters:

1. Begin with prayer--for the content and impact of your letter.
2. Plan to keep it to one page; with newsletters, less is more!
3. For security, use something like this: "Please ask before sharing...thanks!"
4. Zero in on one central theme for the newsletter.
5. Use the subject line to catch attention and lead into your theme.
6. Build around a picture of you and students that reflects your theme.
7. Think creatively as you format the page: angle the picture, wrap the text, etc.
8. Time your newsletter to arrive when your contacts will likely be reviewing emails.
9. Better to send a brief newsletter more often than a longer newsletter quarterly.
10. Keep praying for the impact and responses to your letter.

For other resources when writing newsletters, check out the PD web site:
<https://partnershipdevelopment.weebly.com/> > PD Resources

Balancing Student Ministry and PD

by Amber Carpenter, Sacramento Campus Staff/Field Development Assistant

One of the many things I appreciate about ISI is that we are encouraged to stay involved in student ministry while we are in Partnership Development. However, while



we may do our best to hold fast to the boundaries that keep us on track with PD, it's easy to get pulled too far towards the students, isn't it? When we see students we want to connect with, or when there are plans needing to be made and we have the ability to do it, student ministry seems more urgent than PD. This is especially true when PD gets tough. How do we keep going with PD when it seems so much easier to just do student ministry? Here are a few pointers that I like to share with people I am

coaching:

1. Make a good, detailed Action Plan and stick with it. Follow your plan for each day. If you write a good Action Plan, following the steps you create should lead to good progress. Don't let student activities cause you to put off things on your Action Plan.
2. Make a plan for student ministry that is realistic and takes into account your PD hours and activities. If you are part of a team, involve them in this plan. Create boundaries and stick with them.
3. Get accountability. If you are in formal PD, you have this with your PD coach and accountability partner. If you are not in formal PD, find accountability! If you don't have someone in mind, feel free to reach out to Jeff Townsend or myself and we will be happy to help you. PD can be challenging, so don't go it alone.
4. Remember the purpose of PD. You are investing the time in PD now so that you can focus fully on students in the future, and it will be a worthwhile investment.
5. And of course, pray! As you pray for PD, include prayer for wisdom on how to balance it with student ministry.

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