

Greeting:

Pick one: Hi, there! // Welcome! // Thanks for signing up!

I'm [your name] of [your publication]. Thank you for signing up for [name of your newsletter]. [Add one sentence that

The Important Points:

You will receive [newsletter name] every [add your frequency here, as specific as possible]. You can change your subscription preferences [link to preferences page] at any time.

Don't miss a single email: Add [newsletter email address] to your address book.

Wrap It Up (Pick one:)

Option 1: For nonprofit

We are a nonprofit newsroom, and many of our readers donate to fund our work. [your publication's] members love that we are watching out our neighbors and our communities. We'd love for you to join to our growing membership.

Option 2: For membership or events

We are a little different than your average news site. Our members enjoy special events, exclusive content and other benefits. Curious? Learn more here (link to membership page).

Option 3: Promote other newsletters

Did you know we offer other free newsletters? Check out our most popular newsletters here: View all newsletters [linked to signup page].

Option 4: Promote top stories

Just getting to know us? Take a look at some of our best work:

- Story 1 description with link
- Story 2 description with link
- Story 3 description with link

(Note: try to keep these upbeat as much as possible. Surprising or interesting more than tragic.)

Sign-off

We're excited to have you on board. Have questions? Reply to this email. I'm here to help.

Thank you,
[Sender's Name]
[Sender's Title]
[Publication Name]