

Resource: Writing and Submitting eNews

Grace Presbytery wants to create a standardized look to our newsletter and ensure all of your pertinent information is included for our audience.

How to Submit Your News: Submit your news by email to emily@gracepresbytery.org and [CC communications@gracepresbytery.org](mailto:communications@gracepresbytery.org)

When to Submit Your News: Our eNews is published biweekly, with news highlights sent on the alternating weeks. To be included in our next email, please turn in your information by the end of day on Wednesday.

Format: Please send your write up in a Word document, PDF, or within the body of an email.

Must Include*: The date and time of your event; the name of the venue; the address of the venue; whether it is online, hybrid, or in person; and if there is a cost associated with the event.
**if applicable*

Answer the 5 Ws: Be sure to provide enough information to answer all of these questions. Who? What? When? Where? Why? How? Details? Include plenty of detail. We may edit the length and link to more information if necessary.

Create a Lead: The “Lead” is the first sentence or short paragraph. It should contain the main point of the article. Each successive sentence and paragraph expands on the lead and provides details. If people are skimming the news, you want them to read the most important information first.

Have a Clear Call to Action: Each article will end with a button which can link to your call to action - a sign up form, website, a video - whatever you need it to be. Make your news serve a purpose and track the traffic our newsletter generates back to your congregation or organization.

Photos: Please send photos to accompany your news as email attachments, rather than (or including to) embedding them in your piece. We reserve the right to crop to fit our format. If you do not have a photo to accompany your piece, we can provide a complimentary stock image.

Running Your News: We will run your item weekly until the first day of your event. (If your event falls or starts on a Friday, it will not run in that Friday’s news) Items received after our Wednesday cut off are not guaranteed to be included in the current week’s newsletter. We reserve the right to edit for grammar, space, and clarity.