

Tim Magee's 'Beginning Nonprofit Videos' Example Promotional Newsletter

Here is an example of a real, 150 word email promotional newsletter. It is our actual email about this course sent to our own newsletter subscriber list. You can simply edit this newsletter by copying and pasting information from your landing page to adapt this newsletter to best fit your needs.

From: Tim Magee CSDi News
Subject: Beginning Nonprofit Videos. We show you how to do it Feb. 12
Preheader: Have you thought about how a short video showcasing your nonprofit can attract donors? We show you how to do this: even as beginners!

[START OF 150 WORD MATCHING EMAIL NEWSLETTER COPY:]

Have you thought about how a short video showcasing your nonprofit can attract donors?

For beginners who want to produce a video that is 80% of a professional video.

We show you how to shoot a call-to-action video designed to get clicks on donate, volunteer & subscribe!

Dear Tim,

The Challenge: Many of us are reluctant to try videos. Too technical, too time intensive. However, with a point-and-shoot camera or smartphone—you can get started right away.

Improve Your Online Presence: We will show you how to write a script, shoot your video and insert it into your website. An action film vs. ho-hum copy!

Reach Out: Bonus: how to promote your new video with a call-to-action newsletter to your loyal donor base.

Work with Experienced Writers: We have written over 1,000 webpages and newsletters—and dozens of video scripts.

Consider working with us. You could have call-to-action, compelling videos on your site too: right away!

[LEARN MORE ▶](#)

[END OF 150 WORD MATCHING EMAIL NEWSLETTER.]

Tim Magee's 2-minute overview:



[See a detailed syllabus.](#)

Keep up to Date with the News

People from [211 countries and territories subscribe](#) to our newsletter.

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[Contact me](#) with questions.

I look forward to your insights and comments!

Sincerely,

Tim Magee
Executive Director, Center for Sustainable Development

Tim Magee is the author of:
A Field Guide to Community Based Adaptation, Routledge, Oxford, England.

[The Beginner's Guide to Online Donations](#)
[Four Powerful 1st Steps in Designing & Funding Projects.](#)

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