

Prudence Improvement Association



NEWSLETTER

Spring 2013

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Dear Jayne,

Your introduction sets the tone for your newsletter and encourages the recipient to read further. Your style may be warm and casual, or technical and no-nonsense depending on your audience.

New PIA Website Coming!

June Launch Expected

Stay tuned for the new PIA website to launch sometime this June. Many months in the making, it will provide timely information about PIA-sponsored events, membership information, including an online membership payment option, Bingo dates and details, YPO events and activities, online forms for the Chowder Cook-off and other exciting events, and much more.



We'll send out an email blast when it goes live! We hope you will visit often.

Article Headline

Article Subheading

Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing.

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Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.

Sincerely,

Prudence Improvement Association Board

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