

## APPENDIX CAM15: Program Newsletter Guidelines

### Content:

- Address the sponsor as the reader of the newsletter; sponsors don't know anything about aid work.
- Use simple language, no technical terms and no abbreviations
- Think of what would be of interest to the Dutch sponsors
- Explain country and culture-specific issues such as Independence Day etc.
- Write about specific program activities that have impacted the lives of children.
- Statistics, such as the number of people impacted by a specific program activity, can be of interest to the sponsor
- You can mention challenges the program faces and the reasons why the program faces these challenges
- Include a maximum of 6 photos of high quality standards

### Format:

- Use trebuchet MS as the letter type
- Use letter size 11
- Use 600 words in total
- Provide photos on which people are active and clearly visible and illustrate the content. Please send the pictures separately in high resolution (You can use [wetransfer.com](http://wetransfer.com) to easily send the pictures)
- Divide the text into paragraphs with appropriate headings