**‘In Practice’ Newsletter Production Schedule & Content Planning**

**March 2019**

**Roles and Responsibilities:**

**TB = Producer and copywriter**

**AR = planning/ soundboard/ edit**

**Content/ Key Sections**

* Intro from HS
  + Concise and related to theme
  + Leverage from current news/ in the media and opportunity for shared value, linking to in-depth articles for more information
  + Engaging and attention grabbing
* New Member Announcement (as relevant)
  + Feature image (could this be industry/ at work related rather than logo or with logo?)
  + Short text intro
  + Link to Member listing on SVP website
* SV/ Social Impact/ Profit for Purpose News
* SV Champion
* SVP Event Promo
* SV Global activity/ story
* SV in the media
* SV Events listing
* SV Jobs listing
* Other…

**Past Themes**

2018

Jan - Start your 2018 with a shared value agenda

Feb - Trust in shared value

Mar - Global leaders focus on shared value

Apr - April is shared value month in the Asia Pacific

May - Australia leading the way

Jun - How is shared value measuring up?

Jul - Communicating with purpose

Aug - Responsible investing and shared value

Sept – Business as agents of social change

Oct – Celebrating the wins

Nov – Transformation and growth

Dec – The thriving Global Community

2019

Jan – Have you set your 2019 shared value gols?

Feb – A Royal Opportunity

Mar – More powerful together

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| **Timing/ Cycle** | **Action** |
| Wk 2 of month | Collate content ideas |
| COB Mon 2wks prior to distribution | Member copy/ content deadline |
| COB Mon wk prior to distribution | First draft newsletter to AR for input |
| COB Thurs prior to distribution | Final draft newsletter to HS for approval |
| **10.15am 1st Tues of month** | **Distribution** |

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| **date** | **action** |
| **April**  **In Practice** | **Obj: SV storytellers/ minor sponsors?**  **Theme:**  **Content:** |
| **w/c 11/3** | Collate content ideas |
| **COB Mon 18 March** | Member copy/ content deadline |
| **Mon 25 March** | First draft newsletter to AR for input |
| **Thurs 28 March** | Final draft newsletter to HS for approval |
| **Tues 2 April** | **Distribution** |
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| **May**  **In Practice** | **Obj: generate awareness/ interest in Summit/ ticket sales**  **Theme: SV the solution for business today**  **Content:** |
| **w/c Mon 8 April** | Collate content ideas |
| **COB Mon 22 April** | Member copy/ content deadline |
| **Mon 29 April** | First draft newsletter to AR for input |
| **Thurs 2 May** | Final draft newsletter to HS for approval |
| **Tues 7 May** | **Distribution** |
| **June**  **In Practice** | **Obj: Final tix/ generate broader interest**  **Theme: 2019 Summit Hype**  **Content:** |
| **w/c Mon 13 May** | Collate content ideas |
| **COB Mon 20 May** | Member copy/ content deadline |
| **Mon 27 May** | First draft newsletter to AR for input |
| **Thurs 30 May** | Final draft newsletter to HS for approval |
| **Tues 4 June** | **Distribution** |
| **July**  **In Practice** | **Obj: build on momentum generated by SV/ inspire and activate SV community; SV Awards open**  **Theme:**  **Content: key Summit takeouts; be recognised for your SV work…** |
| **w/c Mon 10 June** | Collate content ideas |
| **COB Mon 17 June** | Member copy/ content deadline |
| **Mon 24 June** | First draft newsletter to AR for input |
| **Thurs 27 June** | Final draft newsletter to HS for approval |
| **Tues 2 July** | **Distribution** |
| **August**  **In Practice** | **Obj:**  **Theme:**  **Content:** |
| **w/c Mon 8 July** | Collate content ideas |
| **COB Mon 22 July** | Member copy/ content deadline |
| **Mon 29 July** | First draft newsletter to AR for input |
| **Thurs 1 August** | Final draft newsletter to HS for approval |
| **Tues 6 August** | **Distribution** |

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| **September**  **In Practice** | **Obj:**  **Theme:**  **Content:** |
| **w/c Mon 12 Aug** | Collate content ideas |
| **COB Mon 19 Aug** | Member copy/ content deadline |
| **Mon 26 August** | First draft newsletter to AR for input |
| **Thurs 29 August** | Final draft newsletter to HS for approval |
| **Tues 3 Sept** | **Distribution** |