

Beach Pantry Newsletter Proposal

Proposed Newsletter Names:

- The Beach Pantry Insider
- Kitchen, Pantry & Plate
- From the Pantry to the Kitchen
- Food for Thought

The Beach Pantry is one of the most in demand resources for students; therefore, the newsletter will efficiently inform students about the Pantry's offerings in one place. The newsletter will provide students with a brief, bi-weekly publication that specifically addresses how the Pantry can meet their needs.

Content

At the beginning of the newsletter, there is a "Welcome Back" paragraph discussing the current state of the semester and the purpose of the Beach Pantry as a student resource. There will also be a permanent section listing the hours of operation each week.

The rest of the newsletter is divided into three categories: 1) Upcoming ASI Beach Pantry Events; 2) Featured Beach Kitchen Classes; and 3) Recipes from the Pantry.

- 1) The Upcoming ASI Events section will highlight upcoming events either focused on the pantry, or that the pantry supports, such as Beach Pantry Pop-Ups, Week of Welcome.
- 2) The Featured Beach Kitchen Classes section will describe exactly what skills they will learn in the upcoming class offerings, as well as where and how to reserve their spot.
- 3) The Recipes from the Pantry section will be the most comprehensive. This section will provide a recipe inspired by the Beach Pantry's food donations that week, with easy-to-follow recipes catered to college students in terms of time, ease and complexity.

Audience

Our audience will consist of students who have utilized the Beach Pantry previously. The Pantry will send the Comm team the list of users the Friday prior to publication. By adding those students' emails to our list, we ensure our newsletter reaches people who are invested in keeping up with the Beach Pantry and its new offerings, which will help keep our open and click-through rates strong and our unsubscribe rate low.

Frequency

As this newsletter will be in addition to our other ASI publications, we do not want to overload students with newsletters at the beginning of each week. For this reason, the newsletter will be sent every other Thursday before 3 p.m., starting the first week of each semester.

Sample Newsletter

[LBSU Beach Pantry](#)