

How a NICHE Newsletter **Becomes YOUR NEWSLETTER**

Our newsletters are easy to set up. And once that's taken care of, your work is done. Here's how to go from signing on to having **YOUR NEWSLETTER** ready to go to press.

PRICING DISCUSSION:

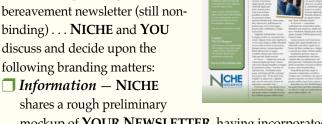
Sometime before our Set-Up Discussion, you'll need to know your newsletter's cost. With two sets of numbers, NICHE has the information we need to provide the answer:

- ☐ **YOU** provide 3 statistics (the number of patients who passed away in each of the last 3 calendar quarters), plus the answer to one question — Does this reflect your hospice's projections for the coming year?
- ☐ YOU tell us how many copies of the Marketing Issue you wish to receive for marketing, outreach and education.

Coping With Loss

SET-UP DISCUSSION:

When you agree in principle that **NICHE** will provide you with a bereavement newsletter (still nonbinding)... NICHE and YOU discuss and decide upon the following branding matters:



mockup of YOUR NEWSLETTER, having incorporated information gleaned from preliminary discussions with you and mined from your website.

- \square Name What will the newsletter's name be?
- ☐ *Banner background* Will the banners have a color background matching the season, or illustrations? If the latter, a seasonal set fitting your locale(s)? a theme set?
- \square **Roster** Will we include a personnel list (8-10 max)?
- ☐ **Testimonials** Will the Pre-Bereavement & Marketing Issues have a box presenting testimonial comments?
- *Multi-site* If you have multiple sites/regions...
 - **Yes/No** Will you have an edition for each site/region? O Should your hospice be presented focusing on...
 - __ the local? __ the overall company? __ a mix?

Message Column Options:

- ☐ The Message [For Quarterlies]
 - O Customized to reader's phase? [Our default]
 - A general Message sent to all that fits the season?

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Coping With Loss

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- O From the company's leader
- O From Board chair/president
- O From the head of bereavement

Yes/No Include photo?

- __Script-type signature?
- __ Facsimile of real?
- O From "The Bereavement Team"
- O From the hospice in general?

For Multi-Site:

- ○○ From the overall company
- OO From each site's head or Bereavement Director

Yes/No "Dear . . . " — Will we introduce Messages with a personalized script-type salutation?

Bilingual Edition (a premium option):

Yes/No The newsletter will have a Spanish edition.

YOUR FOLLOWUP:

- **YOU** provide **NICHE** with a copy of your *logo*. If we're including a headshot, facility shot or other photo, YOU supply **NICHE** with the *photos*, electronically or print.
- ☐ YOU give *feedback* on the draft content **NICHE** presented and final decisions on any branding matters. If the Testimonials option is chosen, YOU will need to assemble a few to include in initial press run.
- ☐ YOU provide 3 Excel files (per specs NICHE provides), presenting the families of patients who passed away in each of the last 3 completed calendar quarters.

NICHE SETS UP YOUR NEWSLETTER:

- □ **NICHE** incorporates all the information from our Set-Up Discussion and your feedback to create completed issues.
- □ **NICHE** shows you Banner options for **YOU** to approve.

YOUR APPROVAL:

- NICHE presents you with YOUR NEWSLETTER.
 - **YOU** approve the proofs that **NICHE** sends to you.
 - **YOU** sign the contract, and we're set to go!