



Client Newsletter

James Ryan

5th May 2021

Aims of this session

- For you to get to know:
 - What the Newsletter is
 - What the aims of the Newsletter are
 - How it came to be
- For you to:
 - Ask any questions you have around producing a Newsletter
 - Ask how clients can be involved
 - Anything else!



What is the Client Newsletter?

- A Client-focused Newsletter co-produced by a Client Volunteer and Staff Supervisor that is sent to Clients each month
- An inclusive platform for Clients to share creative writing, art and recovery stories that form part of their St. Mungo's journey
- Provides monthly information about Client Involvement Opportunities across St. Mungo's
- Showcase St. Mungo's Client Involvement activities
- 3, A4 pages with occasional 1 page supplements



By Natalie Peterson

Aims of the Newsletter

To

- **Involve** – provide the opportunity for Clients to engage with St. Mungo's
- **Include** – open and free to all Clients across St.Mungo's
- **Empower** – an avenue to build Client confidence and esteem




Promoting

- **Recovery** – a channel for Clients to share their stories and creativity
- **Diversity** – of Client experiences, backgrounds and expression

Providing

- **Information** – St. Mungo's Calendar and Societal Key Dates e.g. public holidays
- **Connection** – with other Clients and St. Mungo's

How?

- A Client Involvement Officer asked if clients would be Interested in co-producing a monthly newsletter – 2 on-boarded 
- As per safeguarding guidelines, agreement was sought for use of personal client email addresses (initially) 
- Timeline was created and 2 meetings were diarised per month 
- Dropbox shared folder set up for file upload and working draft
- Content requests to Clients made each month via various channels

Content is Key!

- Gathering **Client** content is key to the St.Mungo's Newsletter
 - i. I use the Client Involvement group, Outside In and Recovery College to request content. Staff also receive (and request) content that is forwarded on to a generic St. Mungo's email address
- In each Newsletter there is at least one 'shout out for content'
 - i. 'Please send your creative writing, art, activities and stories for the Newsletter to: outsidein@mungos.org'
- I develop a theme per month by looking at cultural and world themes and write my own feature (non verbatim research of the subject). For example,
March – *World Wildlife Day*
April – *World Health Day*
May – *Culture and Bio Diversity Days*
- For themes, Client features and general information I provide digital resource links
e.g. www.who.org / www.nationalparks.org / www.gov.uk

Other Information - Content

- I don't edit client content other than the occasional spelling edit
- By responding to content requests and subsequently sending content to staff and/or outsidein@mungos.org , Clients allow for their work to be included. I don't include any other Client work without prior permission
- Photograph's of clients in activities require permission
- I don't include generic images from the internet to illustrate anything. I have used clipart from MS Word on occasion as per this presentation
- I use MS Word to produce the Newsletter and then Publish to pdf format for distribution by a staff member

Other Information - Operations

- The Newsletter is uploaded every month to the St. Mungo's intranet Client Involvement section for staff to view and download
- The Newsletter is emailed out to all Client Involvement Lead Workers at the start of each month as part a weekly Head Office update
- To promote awareness internally, I featured the Client Newsletter in the St. Mungo's weekly intranet bulletin that goes to all staff and volunteers (below)
- I did a 3 month review, focussing on getting feedback, distribution, circulation and penetration – I wanted to get some numbers and see how the Newsletter was doing (selected stats on next slide)



Have you seen our client newsletter?

St Mungo's client newsletter is created by clients, for clients. Currently it is being co-produced by James, a client, who says: 'Having experienced homelessness and then becoming a client, receiving such communication has helped me and has given a nice uplift to the day.'

We encourage you to share the newsletter with your clients and if you know any clients who would like to contribute, please [contact the Outside In team](#)
- [Access the client newsletters on MungosNet](#)

Questions

'Thank you, it's picked me up on this dreary Monday morning. I really like the diverse wide range of content' – Jill. C I&I

Some Stats and quotes to take away

- There have been 8 co-produced Client Newsletters – 1 every month since October 2020
- A total of c. 450 Clients are known to receive the Newsletter directly or by staff This is likely to be higher
- There have been 50+ Client contributions from 20+ different Clients
- Women Clients over-index in content contribution versus their % of St. Mungo's population

'Hi James, Hope you are well? I really liked this last newsletter, thought it was inspiring. We print the newsletters and I'd say round 7/8 of our residents show an interest on it. I do not have feedback to pass onto you yet but will speak to the clients that are taking the newsletter and get some thoughts I can pass to you. Best wishes, Patricia' NL Women's Project

'Hi James, Great email and nicely laid out newsletter. I have not been certain if they have been printed out and displayed recently but I will certainly print this one out and stick it up. We can also raise the newsletter with clients at the next outside in meeting and I will send on your email to those clients who may like it sent to them directly.CC – Laura in our client involvement lead so she knows what we have in mind for this and can be involved to. Thanks, Robyn.' Mulberry House

I just wanted to say thank you for the December Newsletter. I really enjoyed reading it and looking at it. It was thought provoking, emotion inducing with some great info and suggestions. I will encourage service teams in the region to read and share too! Thank you for the thought, work, creativity and care that went into putting it together © Kind Regards, Kellie Murphy Service Director – East Region & Move On and Resettlement.