

# Modernizing the Club Newsletter

Redesigned to improve readability, highlight Club programming, and keep members better informed.

## Before:

Member feedback on the weekly newsletter indicated it contained too much text, key information was difficult to find quickly, and did not fully showcase the Club's vibrant activities.

## After:

The newsletter was redesigned and moved to a biweekly cadence, with a focus on clarity, structure, and visual appeal which allowed members to find relevant information in seconds, all in the Club's branding.

Concise Copy with a Focus on Photos of Club Events

77%  
Open Rate  
in 2025

Clear Section Headers for Quick Navigation

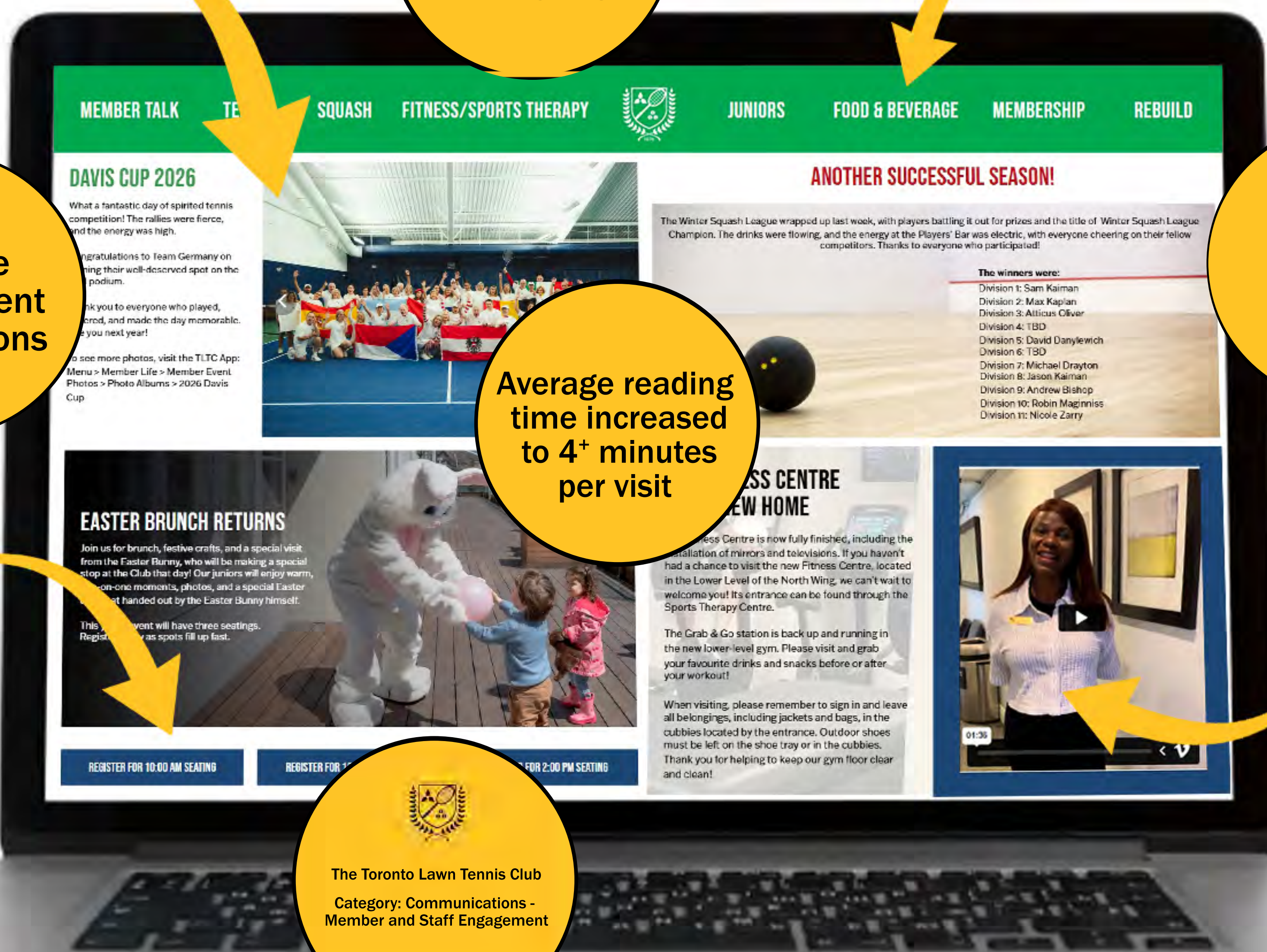
12%  
Increase  
in Club Event  
Registrations

Average reading  
time increased  
to 4+ minutes  
per visit

Mobile  
Friendly  
Version

More Dynamic  
Content such  
as Videos

Direct Links  
for Registration,  
Documents and  
Websites



The Toronto Lawn Tennis Club  
Category: Communications -  
Member and Staff Engagement