



Canadian Rural Revitalization Foundation
Fondation canadienne pour la revitalisation rurale

E-Newsletter

Knowledge Mobilization in Action

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UNIVERSITY
of GUELPH

Canadian Rural Revitalization Foundation

- Revitalize a sustainable rural Canada through collaborative research and education
- Improve understanding of rural issues and opportunities
- Includes rural leaders, organizations, development practitioners, government policy makers, researchers, and students.
- Facilitates and organizes national and regional dialogues

www.crrf.ca



Evolution of the E-Newsletter

- CRRF SCAN
 - mid-1990s until 2011
- CRRF E-newsletter
 - 2012 – present



Purpose of the E-Newsletter

- Share CRRF news and updates
- Share information from our stakeholders
- Upcoming events
- Recent rural development stories
- New publications, reports
- Opportunities



E-Newsletter Audiences

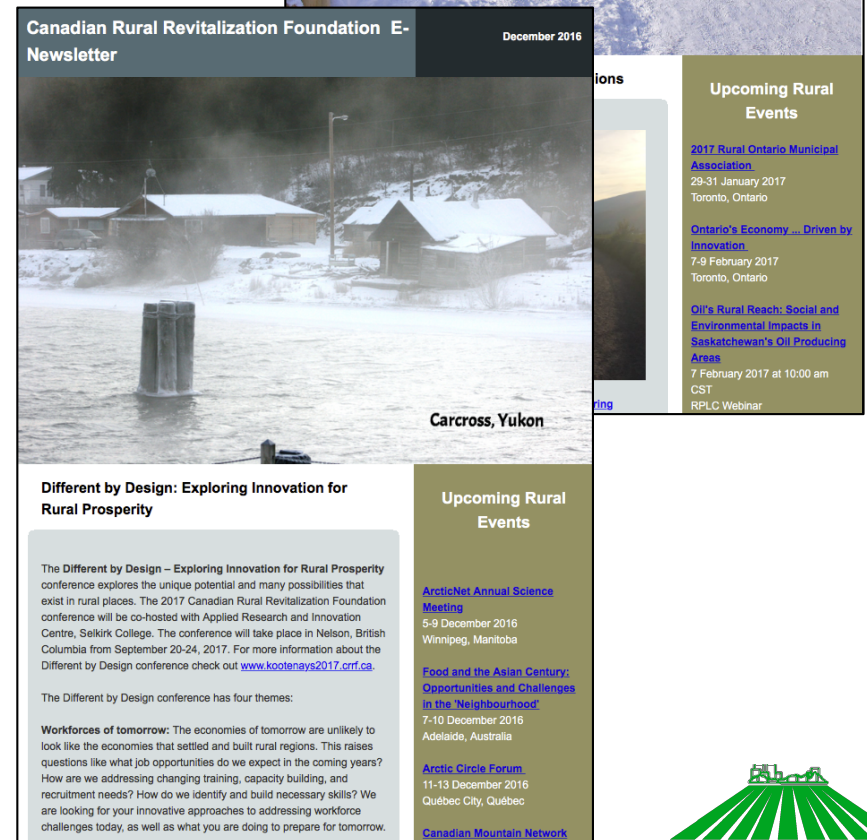
- Researchers and students
- Local development practitioners
- Government representatives
- Community-based organizations



~ 2,500
subscribers

Lessons Learned

- Readers are busy – short articles, lots of hyperlinks
- Consistency
- Need to integrate social media platforms
- Maintaining distribution list takes time



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