

In the darkest days of the pandemic, the Long Beach Post launched Doing Good in the LBC, a weekly newsletter initially devoted to highlighting 'good news' in our community.

The newsletter has evolved into a curated, authored newsletter each weekly on volunteering opportunities and non-profit organizational news across Long Beach.

With limited newsroom resources and available journalists, it can often be difficult to provide the hundreds of worthy community groups and non-profit organizations in our community with the audience and amplification that news coverage in the Long Beach Post can often provide.

This newsletter uniquely addressed that problem and opportunity by creating a specialized space where our interested readers and community members can specifically sign up for non-profit updates and volunteering opportunities, where groups can connect with these interested community members and share and promote opportunities and events for free and where we can summarize and share far more information than we could from traditional, individual articles.

Currently, the Doing Good newsletter has nearly 4,900 subscribers and an open rate of 60.5%, performing as well as the Post's other most popular newsletters.