



# Lifecycle Series Programs

Automate Email Notifications to Complete Lifecycle Touchpoints

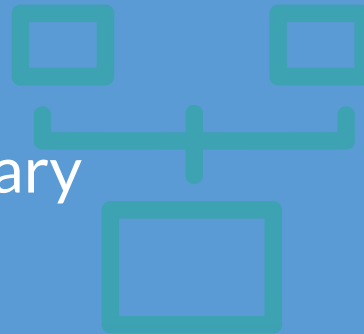


## BASIC INGREDIENTS

- Identify touch points around key milestones
- Automate based on anniversary with organization
- Automate based on completion of CPE courses or certification
- Automate based on committee or volunteer involvement

## ADVANCED INGREDIENTS

- Segment anniversary program based on years of membership
- Send an incentive to the next webinar/event with a birthday automated email
- Personalize the course certification automated emails
- Create a sense of community with course certification emails






# Lifecycle Programs Getting Started



A decorative geometric pattern of white-outlined cubes in the top-left corner.

# Lifecycle Emails Best Practices

- Use data triggers to be relevant and timely
  - Think through data attributes you need to automate touch points along the member lifecycle
  - Nurture the member lifecycle with key touchpoints and set up as simple automations that yield 3x open rates and regularly scheduled emails to the same audience
  - Use the anniversary automation program as a way to nurture the member and remind them the value of their membership
  - Create a birthday automation program with a special one-time deal to delight members
- 
- A decorative geometric pattern of white-outlined cubes in the bottom-right corner.

## Subject Lines to Consider:

- “You Joined [Association] [X] Years Ago Today. Happy Anniversary!”
- “Thank you for [X] years of membership with [Association]”
- “Congrats on Completing Certification”
- “We Appreciate Your Support as a Volunteer
- “Happy Birthday from [Association]”
- “A Look Back on [X] Years With [Association]”
- “We go way back. One year in fact.”

# Starter Copy for Welcome Series

**Subject Line:** “A Look Back on [X] Years With [Association]”

## A Look Back

[X] years ago we set out to accomplish [X]. Your membership with us has helped to build towards these major initiatives.

- Initiative One
- Initiative Two
- Initiative Three

# Starter Copy for Welcome Series

**Subject Line:** “We couldn’t do it without your help”

Because of your dedication and hard work to [Committee] we couldn’t accomplish all that we have done so far this year:

- Bullet One
- Bullet Two
- Bullet Three




# Welcome Series Email Examples






# Simple Messaging

Email not displaying correctly? [View it in your browser.](#)

 **A BOOK APART**



**HAPPY 15% OFF ANNIVERSARY**

## Anniversary Sale

On May 4th, we're turning three and we want you to help us celebrate! Now through May 5, save 15% on any purchase from [A Book Apart](#) when you use the code **HAPPY3RD** at checkout.

## A Look Back

Three years ago, we released Jeremy Keith's *HTML5 for Web Designers* and started building the library it is today. Eight titles later, and with more forthcoming, we're taking a moment to look back on where it all started. Check out these blog posts from the day we launched:

- Jeffrey Zeldman [announces A Book Apart and HTML5 for Web Designers](#).
- Jason Santa Maria [talks about the design process for the library](#).
- Mandy Brown [discusses the business side of things](#).
- Jeremy Keith [talks about the art of writing short](#).

Thank you for all the love you've shown A Book Apart. We're proud to have been a part of helping you make the web awesome, and can't wait to show you what's next!

Mandy Brown, *Editor-in-Chief*  
 Jason Santa Maria, *Creative Director*  
 Jeffrey Zeldman, *Publisher*

jetBlue Here's to many more!

HEY, YOU! KNOW WHAT TODAY IS?  
 WAIT...DON'T TELL US YOU FORGOT.

  
**IT'S OUR  
 ONE YEAR  
 ANNIVERSARY!**



We've been emailing for 365 days now. Huge, right?  
 We've made such great memories together – remember that time you opened our sale email and giggled at our travel puns? Or that time you scored a super-low fare to your favorite destination – all because we lovingly emailed you first? (We won't talk about that one time you deleted us. We know you didn't mean it.)



It's OK you didn't remember this one-year mile(high)stone – we still adore you. What if we plan a fun date together to celebrate? The beach, the mountains, a spa retreat, a surprise adventure – name the time and place, and we'll be there.  
 In our finest tailfin pattern.



A traditional first anniversary gift is paper – hello, plane ticket!  
 But since you DID forget it was our anniversary, this trip's on you. 😊  
 (Don't worry, we'll get the snacks.)

**LET'S GO**

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