



Membership Renewal Emails

Automate Email Notifications for Membership Renewal Notifications



BASIC INGREDIENTS

- Alert to upcoming renewal process
- List of how membership renewal benefits the organization's mission
- Brief bullet-point list that speaks directly to the member
- Set the scene for the coming year



ADVANCED INGREDIENTS

- Have the email come from one of the membership chair volunteers to make it seem more personal
- Personalize by what sets your members apart (i.e. lapsed members, long-standing members, first-time renewing, returning members)
- Renewal notice as reminder and recurring dues in place




Welcome Series Getting Started



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

Member Renewal Best Practices

- Personalize the message to the tenure of the member
 - Insert a sense of urgency to renew
 - List out ways membership helps the organization to reach its goals
 - Express sincerity and use warm language
 - Bullet out key benefits
 - List out big milestones achieved thanks to membership support
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- A decorative geometric pattern of white cubes in the bottom-right corner.

Subject Lines to Consider:

- “Your membership expires in 60 days”
- “[Member’s name], We’d love to have you back!”
- “Your membership will automatically renew in 2 weeks”
- “Your membership has lapsed”
- “Your feedback matters to us”



Starter Copy for Membership Renewal

Subject Line: “Thank you for your partnership and support this year”

Your generous membership renewal is what makes our work successful. This year you and [Association Name] were able to:

- Initiative #1 their membership renewal can support in the year to come.
- Initiative #2 their membership renewal can support in the year to come.
- Initiative #3 their membership renewal can support in the year to come.





Starter Copy for Membership Renewal

Subject Line: “We have bold plans for this year”

We have accomplished a significant amount this year and the plans for the coming year are just as bold. I hope you will consider renewing your membership.

Thank you for your partnership during this time of year.

[Make the ask.]





Welcome Series Email Examples



Clean Design/Simple Messaging

Dear [Member's First Name],

On behalf of [Organization Name], I'd like to express our deepest gratitude for your continued membership and support. Over the past year, your [Optional: involvement in (member's interest) and] commitment to [Organization Name] have enabled us to:

- Raise awareness about...
- Develop programs to benefit...
- Offer services to...
- Provide resources to...

We would now like to ask you to renew today [include link to online renewal] to continue being part of [Organization Name] and retaining access to our benefits, such as:

- Listing in your member directory
- Discounts to...
- Participation in events...

Additionally, over the next year, we will continue focusing on our mission to [state mission] and plan to accomplish the following:

- Goal 1
- Goal 2
- Goal 3

Attached, you'll find a copy of our membership application form. Alternatively, you can submit your application and payment in your member portal [include link to online renewal].

If you have any questions about the renewal process, or any feedback regarding your experience with [organization name] please contact our membership director, [Director's Full Name], at [Phone Number] or [Email Address].

Thank you once again for your commitment to [Organization Name]. We look forward to serving you for another year!

Sincerely,

[Signature]
[Your Name]
[Title]

www.wildapricot.com |



ACCOUNT INFORMATION

Your free trial expires in 24 hours.

Your 14-day trial for [progress bar] ends in 24 hours and we hope you've enjoyed the experience. Our plans start at \$8 per month and by upgrading now, you'll ensure your website stays live and can take full advantage of these great features:



CLOUD
HOSTING



SITE
ANALYTICS



FREE
DOMAIN



24/7
SUPPORT

Have questions about upgrading?

Our support team can answer any question about upgrading to a full Squarespace account. We're on call 24 hours a day, 7 days a week, and respond to all questions in under an hour. If you need assistance, contact us anytime by visiting our [Help Center](#).

UPGRADE NOW

Let us know if there's anything we can do.

The Squarespace Team

States Benefits Simply/Sense of Urgency

Doodle[View your subscription](#)

Hi Kelly Shetron,

We hope you enjoy Doodle and find it helpful.

We would like to inform you that your Premium Doodle trial expires in 6 days.

With Premium Doodle you get all the features of Doodle and even more efficiency:

- Track who's missing
- request additional information
- set automatic reminders
- Calendar integration
- and it's ads-free

Do not hesitate to contact us if you have any questions. Just reply to this e-mail

[Subscribe to Premium Doodle now](#)

INDIEGOGO[EXPLORE](#) | [START A CAMPAIGN](#)

Last chance to claim your discount!

Don't miss out on the chance to save 10% on the Indiegogo fees!
Confirm your discount and launch your campaign by 05/05/2016.
It's really that easy!

[CONFIRM MY DISCOUNT](#)

Hi Kelly,

I wanted to take some time to remind you that your discount is still available for your Indiegogo Campaign. All you need to do to claim the discount is click the button below, and submit your campaign to the (very) short form below! You will receive 10% off the Indiegogo Fee's just as long as you are able to launch by 11:59pm PT 05/05/2016.

As always, if you have any questions on how to get your campaign up and running, make sure to check out our [Help Center](#) and feel free to send us an email over there!

Warmly,

Henry Scholl
Indiegogo