



Welcome Series Emails

Automate Email Notifications to Complete the Member Onboarding Experience



BASIC INGREDIENTS

- Promotion to update member profile
- List of member benefits
- Short survey after a few sends
- Promote community involvement

ADVANCED INGREDIENTS

- Virtual orientation invitation
- Video tutorial on how to make the most out of membership
- Video or Infographic snapshot of the year
- Survey after 3-months & Resend of 3-month survey at 12 months to benchmark results






Welcome Series Getting Started



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

Welcome Series Best Practices

- Letter from the CEO, President, Board, or even Membership Director
 - Solve a problem for your new members within three days to three weeks of them joining. Source: [The New Member Engagement Survey](#)
 - According to the study results, programs that follow new members 7 or more months achieve the best results
 - Convey a warm, inviting, and friendly tone
 - Create curated journeys vs. self-serve model
 - Simple vs. complex: send bite-sized, curated content in the beginning, then send longer form content that takes longer to consume
 - Keep surveys short; 1-3 questions
 - Experiment with messaging that makes an impact, make updates based on new member benefits, and timely news updates
 - Explore text messaging or SMS along with welcome emails, videos, and social media
 - Keep the messaging focused on what a new member needs
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- A decorative geometric pattern of white hexagons in the bottom-right corner.

Subject Lines to Consider:

- “You’re Official: Welcome to [Organization]”
- “You’ve reached [Association Name] Member Status”
- “Your Orientation to Membership – Sign-up Today”
- “Become a Member Insider!”
- “Your Exclusive Member Perks”
- “Ever Consider Becoming an Ambassador?”
- “Interested in Investing in Your Profession?”
- “It’s Renewal Time”



Starter Copy for Welcome Series

Subject Line: “Congrats on the New Member Status”

You’ve just joined a community of XX,XXX members who are just as passionate about the X industry as you are. As a member, you will never have to worry about the following again:

- Bullet One
- Bullet Two
- Bullet Three




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Starter Copy for Welcome Series

Subject Line: “[Sign Up] Your Virtual Orientation”

Still wondering what comes with your membership?

Join us for an upcoming member orientation with our Membership & Operations Director. There we’ll cover all the ways you can make the most out of your membership experience. Some topics she will cover are:


- Bullet One
 - Bullet Two
 - Bullet Three
- 
- A decorative geometric pattern of white-outlined cubes in the bottom-right corner.



Welcome Series Email Examples



Clean Design/Simple Messaging




Welcome

Dear Smiles Davis

Thank you for taking a seat at our dinner table!
We'll use these emails to keep you up to date on the latest promotions and news from the world of pasta, sauces and meals from Barilla.






[DISCOVER MORE >](#)



INTRODUCE YOURSELF


Login to your Barilla account and tell us more about you and the things you love!

[LET US KNOW >](#)


    

[Contact Us](#) • [Unsubscribe](#) • [Privacy Policy](#) • [Barilla.com](#)

Welcome to Made In.




Thank you for joining our community and taking the next step in elevating your kitchen experience. Now that you're a **Made In Newsletter** subscriber, you have access to all of the incredible perks below and more!




Promotions & Discounts

As a member of our community, you have access to exclusive offers on new cookware. And we're not talking \$5 off or a free magnet... Think BIGGER!



Techniques & Recipes

You'll **learn** from our award-winning chef partners like Tom Colicchio, Brooke Williamson, Grant Achatz, and more.




New Cookware

Maybe you're waiting on a piece of cookware we don't yet carry. Well, stay tuned to your inbox for insider info on NEW product launches!

Whether you're already a pro or looking to hone your skills at home, we're excited to see how better kitchen tools will help unleash your inner chef.

[Let's Cook](#)



Welcome to Affinity


Creators of award-winning creative software

Hi Smiles Davis,

Your Affinity account has been successfully created. Sign in to your account to view your order history, track orders, download digital products, and view your product keys.


[SIGN IN TO YOUR ACCOUNT](#)

Get started with Affinity




Forum

Join the [Affinity forum](#) to connect with other users, learn and share or have your questions & queries answered by our support team and developers.





Tutorial videos

Learn how to master the incredible photo editing and design tools on offer in one of the fastest, smoothest, most precise creative apps ever made with our [video tutorials](#).





Help & support

Need help using the Affinity Store? or have questions about your Affinity account or order? Check out our [help page](#) for all the information you need.

 Facebook  Twitter




Creative/Advanced Messaging



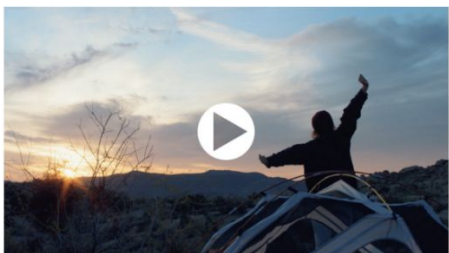


Find your perfect campsite.


Welcome to the HipcAMP community! Choose your adventure with 3 ways to get started:

-  **Camp**
 Discover over 285,000 unique campsites—from treehouses to tent sites, yurts to hidden hike-in gems. Search by activity, too. [Go camp!](#)
-  **Host**
 Do you own land? Earn income by sharing your land with campers, and preserve your land for future generations. [Learn about hosting.](#)
-  **Field Scout**
 It's a dream gig for the adventurous. Get first access to new listings, pro-deals on gear, and... get paid to camp as a photographer. [Learn more.](#)

[Get Outside](#)



Here's a 11" video we made—hope you like it. :)




2019

year in review

This year you did more of what you love by putting your personal shopping needs in our hands.

YOUR 2019 WITH SHIPT



YOU PLACED


56

ORDERS

YOU HAD

1,154

ITEMS DELIVERED





YOU SAVED

80:59

HOURS

[Click here to view this email as a Web page](#)



 **SHOWTIMES**

Hello, **Smiles Davis**

#650000500050

Head to the Movies and Get Rewarded

Welcome to AMC Stubs Insider™! Now you can enjoy all the rewards, including a FREE popcorn refill per purchase,** up to \$2 off tickets every Tuesday,** and a \$5 reward every time you reach 5,000 points (earn 20 points per \$1 spent).

Haven't set your password yet? [Create one now](#) to access your AMC Stubs® account details, rewards and more!

Your account number is: **650000500050**

[View Account](#)

Download the AMC Theatres mobile app to earn points at the theatre by scanning your virtual card, easily track your points, and redeem rewards. See a movie to start seeing the perks.

[Download App](#)

Movie Popcorn is the New Birthday Cake

Celebrate your favorite day of the year at AMC® and enjoy a FREE large popcorn. All you need to do is add your birthday to your profile!

[Add Birthday](#)

Ring up Easy Account Access

Having a hard time remembering your AMC Stubs® account number? No worries! Add your mobile number to your profile. We can use it to look up your account and apply your points when you visit.

[Add Phone Number](#)

