

12 Emails Every Membership Organization Needs

Most membership emails get written the night before they go out, and they sound like it. There are only twelve you actually need: four when someone joins, four across the first ninety days, and four for staying and leaving well. Write them once, in this order, and send them for years.

1 When they join

The first four emails, sent in the first days of membership while they still remember why they joined.

- ☐ 1 The welcome, sent the same hour they join. Say hello while they still remember why they joined; a welcome that lands next week is a receipt. Subject: "Welcome to [Community], you are in"
- ☐ 2 What your membership actually includes. Most members use a fraction of what they joined for because nobody told them the rest. Subject: "Everything your [Community] membership includes"
- ☐ 3 How to find things later, in one link. Give them one place to go back to, so they never dig through their inbox for you. Subject: "Bookmark this: everything [Community], in one place"
- ☐ 4 An introduction to one real person. People stay for people; name one person they should meet, and say why. Subject: "Meet [Name], someone you should know at [Community]"

2 Across the first ninety days

Three months is where a membership is quietly won or lost. These four keep a new member moving.

- ☐ 5 The first invitation aimed at them. Not the newsletter; one event or group picked for someone new, and said so. Subject: "[First name], this one is for new members"
- ☐ 6 A nudge for the thing they have not used yet. Whatever they joined for and have not touched: one reminder, one link, no guilt. Subject: "Have you tried [benefit] yet?"
- ☐ 7 A check-in that asks one question. One question, with a real person reading the replies; it tells you who is drifting before they have gone. Subject: "Quick question, [First name]"
- ☐ 8 The ninety-day mark, named out loud. Three months is where it is won or lost; mark it, and say what comes next. Subject: "Three months at [Community]"

3 Staying

The renewal and re-engagement emails that turn a deadline into a conversation.

- ☐ 9 Renewal, ten months early, as a year in review. The one almost nobody writes; it turns renewal into a conversation instead of an invoice. Subject: "Your year at [Community] so far"
- ☐ 10 Renewal, thirty days out, with the number. Say exactly what renewing costs and what it keeps; a surprise at renewal is what people cancel over. Subject: "Your membership renews on [date]"
- ☐ 11 A quiet one for the member who stopped opening. No pitch; one line and one reason to come back, sent before they are already gone. Subject: "Still want to hear from us?"

4 Leaving

The goodbye that keeps the door open.

- ☐ 12 The goodbye that asks why and leaves the door open. Ask one question, thank them, and tell them how to come back; some of them will. Subject: "Sorry to see you go, one question before you do"

Want all of this handled in one place?

Kannect puts events, members, messaging and resources under one roof, and reaches every member who opted in, every time. Plans start at \$29/mo with a 7-day free trial.

kannect.co