

EMAIL TEMPLATES FOR ASSOCIATIONS

Advocacy

Call to Action Template

The exception to the short email rule. Advocacy emails can be longer because the reader needs context to act. Lead with the action, then provide the why.

Send 1 to 3 emails when the issue is hot, with the action front and center in every message.

Created by Member Lounge

Membership Marketing on Autopilot

memberlounge.app

How to use this pack

- Each template includes the Friendly From name, Subject Line, Preheader, and full body copy
- Brackets like [MEMBER FIRST NAME] are merge fields you replace with personalization tokens from your platform
- Italic notes under each section explain the strategic reason behind the structure
- Send timing and frequency rules are noted at the top of each template

The Friendly From naming rule

Use [First Name] at [Association Acronym] across every template. Example: Kelsey at ADHA. Generic association names underperform every time.

Advocacy Call to Action

Advocacy email

Friendly From: [First Name] at [Association Acronym]

Subject: [SPECIFIC LEGISLATIVE OR REGULATORY THREAT]. We need [SPECIFIC ACTION] by [DATE]

Preheader: Here is exactly what to do

BODY

Hi [FIRST NAME],

[BILL OR REGULATION NAME] is being voted on by [BODY] on [DATE]. If it passes, [SPECIFIC IMPACT ON YOUR MEMBERS WORK].

Here is what we need you to do, in order:

1. [ACTION 1, with a direct link to a prewritten form or call script]
2. [ACTION 2]
3. [ACTION 3]

[BUTTON: Take Action Now]

WHY THIS MATTERS

[3 to 5 sentence explanation of the legislation or regulation, the specific provisions that affect members, and why now is the moment to act.]

WHAT [ASSOCIATION] IS DOING

[2 to 3 sentence summary of your association official position, who you have spoken with, and what the path forward looks like.]

If we can get [SPECIFIC THRESHOLD, like 500 member letters] before [DATE], we have a real chance of [SPECIFIC OUTCOME].

Thank you for showing up on this.

[SENDER FIRST NAME]

Rules for advocacy emails

- Lead with the action. The reader should know exactly what to do before they read why
- Use numbered steps with direct links. Reduce every action to one click where possible
- Keep the context section to 3 to 5 sentences. Anything longer goes on a landing page
- Always include a measurable threshold, like 500 member letters by Friday. People act when they know what success looks like