

EMAIL TEMPLATES FOR ASSOCIATIONS

Annual Conference

3 Conference Email Templates

Aim for around 10 emails across the full conference promotion window, supported by omnichannel marketing.

If you are segmenting by member type and personalizing heavily, 20 to 30 emails is fine. Below are the 3 highest leverage emails to copy first.

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.

Annual Conference Promotion

Email A: Early bird announcement (90 days out)

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

Subject: [CONFERENCE NAME] [YEAR] is open. Save \$[X] before [DATE]

Preheader: Early bird closes in 30 days

BODY

Hi [FIRST NAME],

Registration for [CONFERENCE NAME] [YEAR] is officially open.

Dates: [DATES]

Location: [LOCATION]

Theme: [THEME]

This year you can expect:

- [HEADLINE SESSION OR KEYNOTE 1]
- [HEADLINE SESSION OR KEYNOTE 2]
- [SOMETHING NEW THIS YEAR]

Early bird pricing saves you \$[X] and closes on [DATE].

[BUTTON: Register at the Early Bird Rate]

[SENDER FIRST NAME]

Email B: Speaker spotlight (45 days out)

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

Subject: [SPEAKER NAME] is opening [CONFERENCE NAME]

Preheader: Here is what they will cover

BODY

Hi [FIRST NAME],

[SPEAKER NAME], [SPEAKER TITLE AT ORGANIZATION], is delivering the opening keynote at [CONFERENCE NAME] this year.

Their session, [SESSION TITLE], will cover:

- [TAKEAWAY 1]
- [TAKEAWAY 2]
- [TAKEAWAY 3]

If you work in [RELEVANT SPECIALTY], this is the session to plan your travel around.

[BUTTON: See the Full Agenda]

[SENDER FIRST NAME]

Email C: Final week reminder

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

Subject: [X] days until [CONFERENCE NAME]

Preheader: Last chance to register

BODY

Hi [FIRST NAME],

We are [X] days out from [CONFERENCE NAME] in [LOCATION].

Registration closes [DATE]. After that, we cannot guarantee a seat at the sessions you want.

[BUTTON: Register Before [DATE]]

Already registered? Here is what to plan for the week:

- [PRECONFERENCE THING 1, like downloading the app]
- [PRECONFERENCE THING 2, like booking your one on ones]
- [PRECONFERENCE THING 3, like a session you should not miss]

See you in [LOCATION].

[SENDER FIRST NAME]