

EMAIL TEMPLATES FOR ASSOCIATIONS

Member Renewal

5 Email Sequence Templates

The full renewal sequence built around the email sent the day before expiry, which consistently produces the highest conversion in the entire campaign.

Send 4 to 5 emails total. More than 5 usually signals a larger membership value problem worth investigating separately.

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.

The Member Renewal Sequence

Send 4 to 5 emails total across 45 days. The email sent the day before is the highest converting send in the entire sequence. Do not skip it.

Email 1: Renewal opens (45 days before expiry)

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

Subject: Your [ASSOCIATION] membership renews on [DATE]

Preheader: Here is what is changing for members this year

BODY

Hi [FIRST NAME],

Your [ASSOCIATION] membership is up for renewal on [EXPIRY DATE].

Before you click renew, I want to make sure you know what is included in your membership this year. Three things stand out:

1. [SPECIFIC BENEFIT 1, with a concrete outcome the member will get]
2. [SPECIFIC BENEFIT 2, ideally a new addition this year]
3. [SPECIFIC BENEFIT 3, the most used resource by members like them]

Ready to renew? It takes about 90 seconds.

[BUTTON: Renew My Membership]

If you have any questions about your renewal, just reply to this email and I will help personally.

[SENDER FIRST NAME]

[SENDER TITLE], [ASSOCIATION]

Email 2: Value reminder (30 days before)

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

Subject: You used [SPECIFIC RESOURCE] [X] times this year

Preheader: A quick look at your year with [ASSOCIATION]

BODY

Hi [FIRST NAME],

Quick recap of your year with [ASSOCIATION]:

- You attended [X] events
- You downloaded [X] resources from the member library
- You earned [X] CE credits through us

Renewing keeps all of that going for another year, plus access to [SPECIFIC UPCOMING THING].

[BUTTON: Renew Now]

[SENDER FIRST NAME]

Strategic note: Personalized usage data is the single highest performing element in renewal emails. If your platform can pull individual engagement metrics, use them here.

Email 3: Peer social proof (14 days before)

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

Subject: Why [PEER MEMBER NAME] renewed for another year

Preheader: What members like you are saying

BODY

Hi [FIRST NAME],

I asked [MEMBER NAME OR ROLE] what made them renew their [ASSOCIATION] membership this year. Here is what they said:

“[2 to 3 sentence quote from a renewing member, ideally someone in the same career stage or specialty as the recipient]”

Your membership expires on [DATE]. Renewing now keeps your access uninterrupted.

[BUTTON: Renew My Membership]

[SENDER FIRST NAME]

Email 4: Last chance (3 days before)

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

Subject: 3 days left on your [ASSOCIATION] membership

Preheader: Renew today to keep your access

BODY

Hi [FIRST NAME],

Your [ASSOCIATION] membership expires in 3 days.

If you renew before [DATE], your access stays active and you keep everything you have built up this year: your CE history, your community connections, and your saved resources.

[BUTTON: Renew in 90 Seconds]

Any questions, just reply.

[SENDER FIRST NAME]

Email 5: The email sent the day before (highest converting)

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

Subject: Tomorrow

Preheader: Your membership expires at midnight

BODY

[FIRST NAME],

Your membership expires tomorrow at midnight.

If you have been meaning to renew but kept putting it off, this is the moment.
Click below and you will be done in under 2 minutes.

[BUTTON: Renew Now]

If you have decided not to renew, I would genuinely like to know why. Hit reply
and tell me what we could have done better.

[SENDER FIRST NAME]

Strategic note: This email consistently produces the highest conversion in the entire sequence. Short subject line, short body, single clear action. Resist the urge to add more.