

EMAIL TEMPLATES FOR ASSOCIATIONS

Newsletter and Digest

Skim Optimized Template

Design for skimming. One content item per row. Large headers. Bold and underlined hyperlinks. The top section can be longer; everything below should be a teaser plus a link.

The single biggest design mistake associations make is multi column layouts, which compete with themselves for attention and lose.

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.

Member Newsletter and Digest

Newsletter template

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

Subject: [ONE SPECIFIC, SCANNABLE PROMISE FROM THIS ISSUE]

Preheader: [2 to 3 word teaser of your second best item]

BODY

Hi [FIRST NAME],

[ONE SENTENCE INTRO IN THE SENDER VOICE. WHAT MATTERS IN THE SECTOR THIS WEEK OR MONTH.]

THIS WEEK

[FEATURED HEADLINE, BOLDED AND LINKED]

2 to 3 sentence teaser that ends on a hook. Why this matters for the reader.

[BUTTON: Read more]

UPCOMING

- [EVENT 1 NAME, DATE] [Register]
- [EVENT 2 NAME, DATE] [Register]

FROM THE COMMUNITY

- [DISCUSSION OR RESOURCE 1] [Join the conversation]
- [DISCUSSION OR RESOURCE 2] [Read it]

[ONE QUESTION POLL OR PROMPT FOR REPLIES]

[SENDER FIRST NAME]

Strategic note: Wait a few days after sending before pulling engagement data. Weekend readers count too. If you send Wednesday, pull numbers the following Monday.

Newsletter design rules

- One content item per row. Multi column layouts compete with themselves and lose
- The top section can be longer with full copy. Every block below should be a teaser plus a link
- Resource names in emails must match the resource library names exactly so members can search and find them later
- Bold and underline every hyperlink so it is impossible to miss
- Use call to action buttons, not just hyperlinks. Add supporting hyperlinks underneath for accessibility
- Refresh your newsletter design once a year. A or B test layouts twice a year