

## EMAIL TEMPLATES FOR ASSOCIATIONS

# Non Member Conversion

## Convert Engaged Non Members

Non members need different content than members. Every non member email should drive toward membership. Use a meaningful first year discount, typically around 50%, for your most engaged non members.

The discount removes the perceived risk of joining, and lifetime value of a converted member typically pays back the first year discount within 14 months.

**Created by Member Lounge**

*Membership Marketing on Autopilot*

**[memberlounge.app](https://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.

# Non Member to Member Conversion

## Conversion email (sent to high engagement non members)

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

**Subject:** You have been reading our stuff. Want the rest?

**Preheader:** 50% off your first year of [ASSOCIATION] membership

### BODY

Hi [FIRST NAME],

You have opened [X] of our last emails, downloaded [RESOURCE NAME], and joined us for [WEBINAR OR EVENT].

Members get all of that, plus:

- [MEMBERS ONLY BENEFIT 1, with concrete value]
- [MEMBERS ONLY BENEFIT 2]
- [MEMBERS ONLY BENEFIT 3]

For the next [X] days, I can offer you 50% off your first year. That brings your membership down from \$[REGULAR PRICE] to \$[DISCOUNTED PRICE].

[BUTTON: Join at 50% Off]

This offer is only for non members who have already engaged with [ASSOCIATION] content. It expires on [DATE].

[SENDER FIRST NAME]

*Strategic note: Track conversion against your standard non member nurture so you can measure the lift the discount produces. Pull numbers 30 days after the offer expires to capture late conversions.*

## Rules for non member emails

- Never mix member and non member content in the same email
- Every non member email needs a clear conversion purpose
- Highlight a tangible member benefit in every non member email, like Save \$50 by becoming a member
- Track non member engagement to identify high intent prospects for direct conversion offers
- Compliance: non members must have given consent through a real transaction. A download, a webinar signup, an event registration. Communications must be topically related to how they joined your list