

EMAIL TEMPLATES FOR ASSOCIATIONS

Post Download Nurture

3 Email Sequence

Triggered when someone downloads a lead magnet or free resource. The goal is to keep delivering value, then make one clear ask at the end.

Send 3 emails over 14 days. The first email goes out within one hour of the download to capture peak attention.

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.

Post Download Nurture Sequence

Email 1: Delivery and welcome (within 1 hour of download)

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

Subject: Your [RESOURCE NAME] is inside

Preheader: Plus one tip to get the most out of it

BODY

Hi [FIRST NAME],

Here is the [RESOURCE NAME] you requested:

[BUTTON: Download Your Copy]

One quick tip: start with [SPECIFIC SECTION OR FIRST ACTION]. Most people who read this guide tell us that section was the most useful.

Over the next two weeks I will send you 2 more emails with specific ways to apply what is inside. If you do not want them, the unsubscribe is at the bottom.

[SENDER FIRST NAME]

Email 2: Application insight (Day 4)

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

Subject: The one mistake most people make with [TOPIC]

Preheader: And how to avoid it

BODY

Hi [FIRST NAME],

Quick follow up on the [RESOURCE NAME] you downloaded last week.

The most common mistake we see when associations apply this is [SPECIFIC MISTAKE]. The reason it happens is [REASON].

The fix is straightforward:

1. [FIX STEP 1]
2. [FIX STEP 2]
3. [FIX STEP 3]

If you have already started implementing the guide, reply and let me know what you have run into. I read every reply.

[SENDER FIRST NAME]

Email 3: Soft conversion ask (Day 11)

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

Subject: Worth a 20 minute conversation?

Preheader: Only if you found the guide useful

BODY

Hi [FIRST NAME],

If [RESOURCE NAME] was useful, you might find a quick conversation even more useful.

I work with [TYPE OF ORGANIZATION] on exactly the kind of problem the guide covers. In 20 minutes I can show you how [DESCRIBE WHAT WILL BE COVERED].

[BUTTON: Book 20 Minutes]

If now is not the right time, that is fine. The guide is yours to keep.

[SENDER FIRST NAME]