

EMAIL TEMPLATES FOR ASSOCIATIONS

Re Engagement

3 Email Sequence for Dormant Members

Send to members who have not opened or clicked in 90 days. The goal is honest reconnection, not a sales push.

The discovery interview ask in Email 2 is a high trust move that often reopens the conversation and surfaces problems an entire survey campaign would miss.

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.

Re Engagement for Dormant Members

Email 1: The honest opener

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

Subject: Are we still useful to you?

Preheader: An honest question from [ASSOCIATION]

BODY

Hi [FIRST NAME],

It has been a while since you opened anything from us. That is okay. It happens.

Before we stop sending, I want to ask directly: is [ASSOCIATION] still useful to you?

If yes, just click below and I will adjust what you receive based on what is relevant to you right now.

[BUTTON: Yes, keep me on the list]

If no, the unsubscribe link is at the bottom and there are no hard feelings.

[SENDER FIRST NAME]

Email 2: Discovery interview ask

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

Subject: Would you spend 10 minutes telling me what we got wrong?

Preheader: I would genuinely like to know

BODY

Hi [FIRST NAME],

I know you have not been engaging with [ASSOCIATION] much lately, and I want to understand why.

Would you spend 10 minutes on a call with me? No agenda, no pitch. I just want to hear what changed for you and what we could have done differently.

If yes, grab a slot here:

[BUTTON: Book 10 Minutes]

Your honesty would help shape what we do next year.

[SENDER FIRST NAME]

Strategic note: A 5 to 10 minute phone call with a dormant member often reveals problems an entire survey campaign would miss. Block 2 hours a week to take these calls personally.

Email 3: Goodbye (sent to anyone who did not respond to emails 1 or 2)

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

Subject: I am going to stop emailing you

Preheader: Unless you tell me otherwise

BODY

Hi [FIRST NAME],

I will stop emailing you after this message.

If you want to stay on the list, click below and I will keep you in. Otherwise this is the last email you will receive from us.

[BUTTON: Keep me on the list]

Either way, thank you for the time you spent with [ASSOCIATION].

[SENDER FIRST NAME]