

EMAIL TEMPLATES FOR ASSOCIATIONS

Webinar

2 Webinar Invitation Templates

Send 2 emails: the first goes out 2 weeks before, and the reminder sent the day before closes the loop. Newsletter mentions and social posts handle the rest. More than 2 emails for a webinar usually means your subject lines are not working, not that you need more sends.

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.

Webinar Invitation

Email 1: Initial invite (2 weeks out)

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

Subject: [OUTCOME FOCUSED HOOK]. New webinar on [DATE]

Preheader: Free for members. [X] spots left

BODY

Hi [FIRST NAME],

[ONE SENTENCE PROBLEM YOUR AUDIENCE FACES THAT THIS WEBINAR SOLVES.]

On [DATE] at [TIME, TIMEZONE], [SPEAKER NAME] is joining us to walk through:

- [TAKEAWAY 1]
- [TAKEAWAY 2]
- [TAKEAWAY 3]

It is free for members and runs 45 minutes including Q&A.

[BUTTON: Save My Seat]

Cannot make it live? Register anyway and we will send you the recording.

[SENDER FIRST NAME]

Email 2: Reminder sent the day before

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

Subject: Tomorrow: [WEBINAR TITLE]

Preheader: Quick reminder, plus what to expect

BODY

Hi [FIRST NAME],

Quick reminder that [WEBINAR TITLE] starts tomorrow at [TIME, TIMEZONE].

[BUTTON: Add to Calendar]

If you have a specific question you want [SPEAKER NAME] to answer, hit reply and send it through. We will queue the best ones for the live Q&A.

See you tomorrow.

[SENDER FIRST NAME]