New Member Welcome

Welcome new members to your organization and be sure to highlight their member benefits, including the emails they should expect to be receiving.

**Subject Line:**
A special welcome from the members

**Recommended Template:**
Image Focus Newsletter

**Call-to-Action:**
- View upcoming sale
- See additional resources
- Add our email address to your contact list

**Business Result:**
- Increase new member involvement
- Boost new member loyalty

**Suggested mailing schedule:**
Automate to send immediately following a membership sign-up or send once at the end of the month to all new members.
Ways to Get Involved

Encourage your members to get involved with your organization by attending upcoming events, donating or volunteering.

Subject Line:
Make the most of your membership opportunities

Recommended Template:
Basic Newsletter

Call-to-Action:
• Become a Volunteer/Member
• Donate Now
• See more details
• Share with friends and family

Business Result:
• Engage member participation
• Increase donations and membership
• Get more volunteers

Suggested mailing schedule:
Once a month

Upcoming Events Announcement

Highlight upcoming member events and details on how to register.

Subject Line:
Register today: Upcoming member events

Recommended Template:
Nonprofit Event

Call-to-Action:
• Register now
• Share with colleagues, friends and family

Business Result:
• Drive attendance
• Increase member engagement

Suggested mailing schedule:
• 4 weeks before - Announce event
• 2 week before - Announce to non-registrants
• 1 day before - Reminder to registrants
Take advantage of the upcoming holidays by sharing events, news or ideas related to:

**WINTER**
- **December**
  - National Human Rights Month
  - Human Rights Day
  - Make A Gift Day
  - Hanukkah
  - Ugly Christmas Sweater Day
  - Christmas
  - Make Up Your Mind Day

**SPRING**
- **March**
  - National Craft Month
  - World Compliment Day
  - Be Heard Day
  - Dream Day
  - I want you to be happy day

**SUMMER**
- **June**
  - World Environment Day
  - Father’s day
  - Children’s Sunday
  - Family History Day
  - Worldwide Day of Giving
  - Take your dog to work Day

**FALL**
- **September**
  - Labor Day
  - Good Neighbor Day
  - National Keep Kids Creative Week
  - Checkers Day
  - International Day of Peace

**January**
- New Year’s Day
- National Thank You Month
- National Blood Donor Month
- International Creativity Month
- Make your dream come true Day
- Humanitarian Day

**February**
- Valentine’s Day
- Give Kids A Smile Day
- Black History Month
- Singles Awareness Day
- Random Acts of Kindness Day

**April**
- Earth Awareness Month
- Poetry & The Creative Mind Day
- Easter
- Community Spirit Days

**May**
- Military Appreciation Month
- Mother’s Day
- National Family Week
- Memorial Day
- International Museum Day

**July**
- Independence Day
- National Make A Difference to Children Month
- Embrace Your Geekness Day
- All or Nothing Day
- Parent’s Day

**August**
- Just Because Day
- Friendship Day
- Back-to-school
- Be Kind to Humankind week
- Son’s & Daughters Day
- National Senior Citizen Day
- Women’s Equality Day

**November**
- Celebrate Your Unique Talent Day
- Thanksgiving
- National Native American Heritage Month
- I am so Thankful Month
- Electronic Greetings Day