



Nonprofit:

Email content ideas

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New member welcome

Welcome new members to your community or 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.

Call-to-action:

- View upcoming sale
- See additional resources
- Add our email to your contact list

Recommended template:

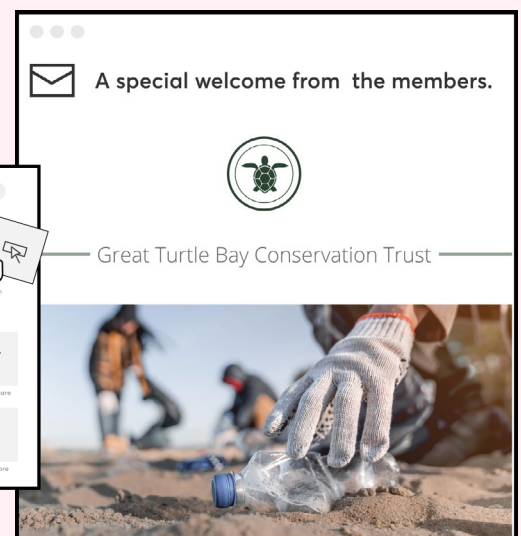
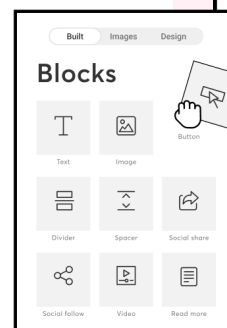
- Image focus newsletter

Business result:

- Increase new member involvement
- Boost new member loyalty

Suggested mailing schedule:

Automate to send immediately following a membership signup 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

Suggested mailing schedule:

Once a month

Call-to-action:

- Shop now/Buy now
- See details
- Share with friends and family

Business result:

- Engage membership participation
- Increase donations and membership
- Get more volunteers

Upcoming events announcement

Highlight upcoming member events and details on how to register.

Subject line:

- Register today: upcoming member events

Recommended template:

- Nonprofit event

Suggested mailing schedule:

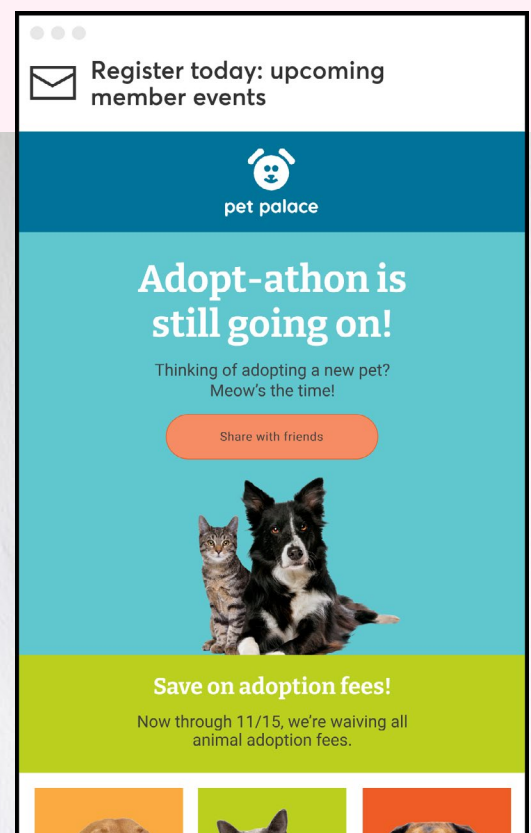
- 4 weeks before:** Announce event
- 2 week before:** Announce to non-registrants
- 1 day before:** Reminder to registrants

Call-to-action:

- Register now
- Share with friends, family, and colleagues

Business result:

- Drive attendance
- Increase member engagement



Take advantage of the upcoming holidays by sharing new inventory, specials, gift ideas, or tips 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

April

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

July

- **Independence Day**
- National Make a Difference to Children Month
- Embrace Your Geekness Day
- All or Nothing Day
- Parent's Day

October

- Do Something Nice Day
- Make a Difference Day
- International Music Day
- World Habitat Day
- Fire Prevention Day
- National Breast Cancer Awareness Month
- **Halloween**

February

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

May

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