

EMAIL CONTENT IDEAS FOR ART CULTURE & ENTERTAINMENT

Increase visits from existing patrons and expand your reach to new ones.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Showcase upcoming new exhibits, facility updates and educational opportunities to drive visits and email sharing.	<ul style="list-style-type: none">• See more event details• Share with friends and family	<ul style="list-style-type: none">• Member Newsletter• Product/Service Showcase
Feature discounts for slow times and for groups to increase sales and drive email sharing.	<ul style="list-style-type: none">• Buy tickets now• Share with friends and family	<ul style="list-style-type: none">• Upcoming Events
Announce a fundraising event (i.e., auction) with highlights of the success of your last one to drive participation.	<ul style="list-style-type: none">• Register now• Donate if you can't attend• Share with friends and family	<ul style="list-style-type: none">• Member Event• Fundraising Update• Volunteer Newsletter
Feature staff members or artists and share some of their expertise or inspiration to strengthen the connection with patrons.	<ul style="list-style-type: none">• See more details• Share with friends and family	<ul style="list-style-type: none">• Member News• Supporter Newsletter
Share interesting news about what's happening in the community to increase your connection with patrons and drive email sharing.	<ul style="list-style-type: none">• See the full story• Share with friends and family	<ul style="list-style-type: none">• Member News• Supporter Newsletter• Volunteer

Take advantage of the upcoming holidays by announcing events, promotions or news related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> • Safe Toys and Gifts Month • Universal Human Rights Month • Hanukkah • Ugly Christmas Sweater Day • Day With(out) Art Day • Christmas • Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> • New Year's Day • National Thank You Month • International Creativity Month • Inspire Your Heart with Art Day • Get to Know Your Customers Day • Make Your Dream Come True Day <p>February</p> <ul style="list-style-type: none"> • Madly in Love with Me Day • Valentine's Day • Give Kids A Smile Day • Ballet Day • Museum Advocacy Day • Singles Awareness Day • Worldwide Renaissance of the Heart Month • Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> • National Craft Month • World Compliment Day • Be Heard Day • Dream Day • I want you to be happy day • National Urban Ballroom Dancing Day <p>April</p> <ul style="list-style-type: none"> • Couple Appreciation Month • Earth Awareness Month • Poetry & The Creative Mind Day • Easter • National Dance Week • International Dance Day • Community Spirit Days <p>May</p> <ul style="list-style-type: none"> • Military Appreciation Month • Mother's Day • National Family Week • National Museum Day • Lucky Penny Day • National Family Week • Memorial Day 	<p>June</p> <ul style="list-style-type: none"> • World Environment Day • Father's Day • Children's Sunday • Global Beatles Day • Multicultural American Child Day • Family History Day • World Music Day • Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> • 4th of July • National Make A Difference to Children Month • Embrace Your Geekness Day • All or Nothing Day • Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15) • Parent's Day • Made in the USA Day <p>August</p> <ul style="list-style-type: none"> • Just Because Day • Friendship Day • Back-to-School • Worldwide Art Day • Be Kind to Humankind Week 	<p>September</p> <ul style="list-style-type: none"> • Labor Day • National Courtesy Month • National Grandparent's Day • Good Neighbor Day • National Women's Friendship Day • National Keep Kids Creative Week • National Museum Day <p>October</p> <ul style="list-style-type: none"> • Breast Cancer Awareness Month • Do Something Nice Day • National Arts & Humanities Month • Make A Difference Day • International Music Day • Halloween <p>November</p> <ul style="list-style-type: none"> • Celebrate Your Unique Talent Day • Thanksgiving • Black Friday • National Native American Heritage Month • Electronic Greetings Day • National Hunger & Homeless Awareness Week • Small Business Saturday

WINTER-THEMED TEMPLATES	SPRING-THEMED TEMPLATES	SUMMER-THEMED TEMPLATES	FALL-THEMED TEMPLATES
<ul style="list-style-type: none"> • Valentine Hearts • Valentine Roses • Boxing Day - Canada • Christmas Card • Family Day • Holiday Berry • Holiday Card • Holiday Elegant • Holiday Snowman 	<ul style="list-style-type: none"> • Happy Victoria Day • Easter • St. Patrick's Day Card II • Earth Day 	<ul style="list-style-type: none"> • Happy July 4th • Happy Independence Day 	<ul style="list-style-type: none"> • Happy Halloween • Happy Labor Day • Labour Day - Canada • Thanksgiving • Thanksgiving - Canada