

EMAIL CONTENT IDEAS FOR FITNESS & RECREATION CENTERS

Increase visits from existing customers and expand your reach to new customers.

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
Share tips and facts related to your offerings to stay in the mind of your customers and drive email sharing.	<ul style="list-style-type: none"> • See all tips • Share with friends and family 	<ul style="list-style-type: none"> • Member Newsletter • Product/Service Showcase • Customer Product/Service News
Highlight your existing and new offerings to drive visits and email sharing.	<ul style="list-style-type: none"> • See more details • Join the fun • Share with friends and family 	<ul style="list-style-type: none"> • Customer Product/Service News • Product/Service Showcase • Member Newsletter
Share upcoming events to drive participation and email sharing.	<ul style="list-style-type: none"> • Mark your calendar • Register now • Buy now • Share with friends and family 	<ul style="list-style-type: none"> • Customer Product/Service News • Upcoming Events
Announce upcoming sales or promotions to drive visits and email sharing.	<ul style="list-style-type: none"> • Visit us today • Share with friends and family 	<ul style="list-style-type: none"> • Customer Product/Service Promotion • Product/Service Promotion I & II
Highlight stories or tips from customers to stay connected with customers and inspire visits.	<ul style="list-style-type: none"> • See more pictures • Leave a review • Share with friends and family 	<ul style="list-style-type: none"> • Product/Service Showcase • Customer Product/Service News • Member Newsletter

Take advantage of the upcoming holidays by sharing new offerings, promotions or tips related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> • Safe Toys and Gifts Month • Make A Gift Day • Salesperson Day • Hanukkah • Ugly Christmas Sweater Day • Re-gifting 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 • Get to Know Your Customers Day • Ditch New Year's Resolutions Day • International Sweatpants Day <p>February</p> <ul style="list-style-type: none"> • Heart Month • Give Kids A Smile Day • Madly in Love with Me Day • Valentine's Day • Singles Awareness Day • Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> • National Craft Month • World Compliment Day • National Nutrition Month • Dream Day • I want you to be happy day • National Mom and Pop • Business Owners Day <p>April</p> <ul style="list-style-type: none"> • Couple Appreciation Month • Earth Awareness Month • Easter • Walk on Your Wild Side Day • Earth Day • International Dance Day • Honesty Day • Community Spirit Days <p>May</p> <ul style="list-style-type: none"> • Military Appreciation Month • Mother's Day • Lucky Penny Day • National Family Month • Global Health and Fitness Month • Memorial Day 	<p>June</p> <ul style="list-style-type: none"> • National Camping Month • National Zoo and Aquarium Month • National Fireworks Safety Month • Great Outdoors Month • World Environment Day • Father's day • National Splurge Day • Public Service Day • Social Media Day <p>July</p> <ul style="list-style-type: none"> • Bikini Day • Independence Day • National Work-a-Holics Day • Embrace Your Geekness Day • National Parks and Recreation Month • All or Nothing Day • Parent's Day <p>August</p> <ul style="list-style-type: none"> • Just Because Day • Friendship Day • Back-to-school • Relaxation Day • Kids Day • National Park Service 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 Health & Fitness Day • Patriot Day • National Hunting and Fishing Day <p>October</p> <ul style="list-style-type: none"> • Breast Cancer Awareness Month • Do Something Nice Day • Face Your Fears Day • National Family Bowling Day (or Kids Bowl Free Day) • National Health Education Week • Make A Difference Day • Halloween <p>November</p> <ul style="list-style-type: none"> • America Recycles Day • National Day of Play • Celebrate Your Unique Talent Day • Thanksgiving • Black Friday • Electronic Greetings Day • 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