

# EMAIL CONTENT IDEAS FOR MEMBERSHIP ORGANIZATIONS

Increase member participation and retention and expand your reach to new members.

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
Highlight upcoming events and their value or uniqueness to drive attendance.	<ul style="list-style-type: none"><li>Register now</li><li>Share with colleagues, friends and family</li></ul>	<ul style="list-style-type: none"><li>Upcoming Events</li><li>Member Event</li></ul>
Highlight an outstanding member for their contributions to strengthen the connection among all members and gain volunteers, if needed.	<ul style="list-style-type: none"><li>See more details</li><li>Volunteer</li><li>Share with colleagues, friends and family</li></ul>	<ul style="list-style-type: none"><li>Member Newsletter</li><li>Supporter Newsletter</li></ul>
Recap a recent event and its success to strengthen member's connection and encourage future participation.	<ul style="list-style-type: none"><li>See more pictures</li><li>Share with colleagues, friends and family</li></ul>	<ul style="list-style-type: none"><li>Member Newsletter</li><li>Volunteer Newsletter</li><li>Supporter Newsletter</li><li>Fundraiser Thank You</li></ul>
Share the latest news headlines or trends that relate to your organization and include your commentary to strengthen member's connection.	<ul style="list-style-type: none"><li>See the full story</li><li>Share with colleagues, friends and family</li></ul>	<ul style="list-style-type: none"><li>Member News</li><li>Volunteer Newsletter</li><li>Supporter Newsletter</li></ul>
Announce projects your organization is working on to improve membership or the community to gain volunteers, donations or a deeper connection.	<ul style="list-style-type: none"><li>Donate</li><li>Volunteer</li><li>Share with colleagues, friends and family</li></ul>	<ul style="list-style-type: none"><li>Member Newsletter</li><li>Supporter Newsletter</li><li>Fundraiser Update</li><li>Volunteer</li></ul>

# Take advantage of the upcoming holidays by sharing events, news or ideas related to:

WINTER	SPRING	SUMMER	FALL
<p><b>December</b></p> <ul style="list-style-type: none"> <li>• Safe Toys and Gifts Month</li> <li>• Make A Gift Day</li> <li>• Hanukkah</li> <li>• Ugly Christmas Sweater Day</li> <li>• Christmas</li> <li>• Make Up Your Mind Day</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>• New Year's Day</li> <li>• National Thank You Month</li> <li>• International Creativity Month</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>• Valentine's Day</li> <li>• Give Kids A Smile Day</li> <li>• Black History Month</li> <li>• Singles Awareness Day</li> <li>• Random Acts of Kindness Day</li> </ul>	<p><b>March</b></p> <ul style="list-style-type: none"> <li>• National Craft Month</li> <li>• World Compliment Day</li> <li>• Be Heard Day</li> <li>• Dream Day</li> <li>• I want you to be happy day</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>• Earth Awareness Month</li> <li>• Poetry &amp; The Creative Mind Day</li> <li>• Easter</li> <li>• Community Spirit Days</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>• Military Appreciation Month</li> <li>• Mother's Day</li> <li>• National Family Week</li> <li>• Memorial Day</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>• World Environment Day</li> <li>• Father's day</li> <li>• Children's Sunday</li> <li>• Family History Day</li> <li>• Worldwide Day of Giving</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>• 4th of July</li> <li>• National Make A Difference to Children Month</li> <li>• Embrace Your Geekness Day</li> <li>• All or Nothing Day</li> <li>• Parent's Day</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>• Just Because Day</li> <li>• Friendship Day</li> <li>• Back-to-school</li> <li>• Be Kind to Humankind week</li> </ul>	<p><b>September</b></p> <ul style="list-style-type: none"> <li>• Labor Day</li> <li>• Good Neighbor Day</li> <li>• National Keep Kids Creative Week</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>• Do Something Nice Day</li> <li>• Make A Difference Day</li> <li>• International Music Day</li> <li>• Halloween</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>• Celebrate Your Unique Talent Day</li> <li>• Thanksgiving</li> <li>• National Native American Heritage Month</li> <li>• Electronic Greetings Day</li> </ul>

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