

# Email Welcome Sequence Template

## Email 1

**Subject:** Welcome to [ASSOCIATION NAME], [MEMBER NAME]!

Hi [MEMBER NAME]!

Thank you for joining [ASSOCIATION NAME],! We are so glad to welcome you to the community. Below is your login information, so be sure to save this somewhere special:

Username: xxxxxxxx

Password: xxxxxxxx

All your membership benefits can be found here: [www.yourassociation.com](http://www.yourassociation.com)

If you have any questions on your membership, simply hit "Reply" to this email and someone on our team will get back to you quickly.

Talk soon!

(Close with specific name from someone on your team)

PS- Remember to whitelist this email address so you never miss out on important information!

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## Email 2

**Subject:** Open for information about all your membership benefits!

Hi [MEMBER NAME],

I know life can get hectic and get in the way of checking out all the benefits we offer to our members. We don't want you to miss out on all the amazing things going on, so below is a list of our members' favorite benefits:

- Include a list and link to more information on each benefit to learn more

We also have an incredible Facebook group to bring everyone together and connect in one place. We'd love for you to join through this link: [INSERT LINK HERE]

What's one membership benefit that you're most excited about? Hit "Reply" and let me know, because I'd love to hear it!

All the best,

(Close with same team member from Email 1)

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## Email 3

**Subject:** Make your membership even more personalized!

Hi [MEMBER NAME],

I want you to make the most out of your [ASSOCIATION NAME] membership. With so much going on to continually benefit our members, I understand that not everything might be of interest to you. If you could take a couple minutes to ensure that your member profile is current and up-to-date that would better help us help you!

Click this link to head straight to your profile: [INSERT LINK HERE]

Keep a lookout for weekly emails from me with information on upcoming events, business development, and anything else that matches your interests indicated in your member bio!

All the best,

(Same team member from previous emails)