Renewal Sequence

for [Org Name]

Sequence length: 4 emails
Renewal date: [Renewal date]
Annual dues: [$XX]

Tier: Membership
Tone: standard

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Email 1 of 4 -- 60 days before

Subject: Heads-up: your [Org Name] renewal is coming

Hi [First Name],

Just a friendly note. Your Membership renews on
[Renewal date].

Nothing for you to do today. We'll send the renewal link closer to the date. Wanted to put it on your radar so it doesn't sneak up.

Talk soon,
[Treasurer Name]
Treasurer, [Org Name]

Email 2 of 4 -- 30 days before

Subject: [First Name], your [Org Name] renewal is coming up

Hi [First Name],

It's been a year. Hard to believe.

Your Membership comes up for renewal on [Renewal date].

Plenty's happened this year, and we're glad you've been part of it.

Here's what your membership has covered this year:

- Member events and gatherings throughout the year
- First word on news, decisions, and what's coming up
- A friendly group of members who share your interests

Annual dues for the Membership are [$XX].

When you're ready, you can renew in under a minute here:
[Renewal link]

Thanks for being part of this. Questions about the renewal? Write to [Treasurer Name] at [treasurer@example.com].

Best,
[Treasurer Name]
Treasurer, [Org Name]

Email 3 of 4 -- 7 days before

Subject: 7 days, [First Name]: your [Org Name] renewal

Hi [First Name],

Quick reminder. Your Membership renews in 7 days, on
[Renewal date].

If now's a good time, the link is below. Takes about a minute.

[Renewal link]

Thanks,
[Treasurer Name]

SMS variant (160 char limit)

Hi [First Name], [Org Name] renewal is due [Renewal date]. Renew: [Renewal link] - [Treasurer Name]

Email 4 of 4 -- 3 days after

Subject: We'd love to keep you with us, [First Name]

Hi [First Name],

Most of our members have already renewed for this year. We didn't want you to miss out if it slipped through the cracks.

If you'd like to stay with us, here's the link:
[Renewal link]

If life got in the way and this year doesn't work, that's okay too. Just hit reply and let us know. We hope to see you again either way.

Warmly,
[Treasurer Name]
Treasurer, [Org Name]