

22 Community Email Templates

Every Program Director Should Have on Hand





Never start common emails from scratch again.

Be prepared for (almost) anything with our helpful templates.

We all spend an enormous amount of time drafting emails, staring at that blinking cursor with temporary writer’s block, whether we’ve written about the topic dozens of times or it’s completely new. Or, who hasn’t dashed off a reply on the fly and later wish we’d said it differently or corrected errors discovered only after it was too late to fix them?

Time-crunched directors and staff can benefit by pre-writing emails when thinking clearly and not under pressure to have them handy for those stress-filled, busy days when it’s hard to be creative or clear.

Scan through our handbook of emails you use—or never thought to use—to customize and compile your own arsenal of quick and easy email starters for just about every topic you can think of.





Table of Contents

Quickly locate the email template you need based on type.

4	Membership Drive	5	New Year’s Resolutions	14	Announcements	15	Event Announcement
		6	Valentine’s Day			16	Class Announcement
		7	Summer Ready			17	Charity Announcement
		8	Senior Members				
9	Program Announcements	10	General Program Announcement	18	General	19	Cart Abandonment
		11	Child Care Programs			20	Early Bird/Pre-Registration
		12	Summer Camps			21	Thank You for Registering
		13	Senior Programs			22	New Programs/Classes/Events Added Notification
						23	Late Registration: Openings and Pricing Notification
						24	Parent Notification: Child Update
						25	Reminder to Complete Follow-up Forms/Return Waivers
						26	Class/Program/Event Change Notification
						27	Waitlisted: “You’ve Been Added to the Class/Program”
						28	Thank You (Post Class/Program/Event)
						29	Oops!
						30	News & Information
						31	Survey Request



Membership Drive

Emails for gaining new members and retaining current ones.

- 5 New Year's Resolutions
- 6 Valentine's Day
- 7 Summer Ready
- 8 Senior Members





New Year’s Membership Drive

The New Year is a perfect opportunity to drive and renew memberships with a gentle reminder to take advantage of the reset the New Year brings. Help your community stay fit and healthy while gaining new members and retaining old ones.

Who to Send to	Prospects
When to Send	Two weeks before the end of the year and up to two weeks after the New Year

Subject Line Starters

- + New Year, New You
- + Ring in the New Year

New Year, New You!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

ACTIVE

network

New Year, New You!



Hi Mark,

Say goodbye to 20[XX], and give 20[XX] a high five by joining [Enter Organization Name Here]!

Looking to work on your fitness? [Enter Organization Name Here] has just what you need to get back in shape and stay that way! Try our state-of-the-art gym equipment, join one of our yoga or Pilates classes or even see how a personal trainer can help make 20[XX] the year of YOU!

We can't wait to see you!

Register Now



Valentine's Day

If you have the ability to run a promotion, Valentine's Day is the perfect opportunity to run a two-for-one special or even a BOGO (buy one get one). Everyone loves a good bargain, and the best part is your organization gets even more members!

Who to Send to

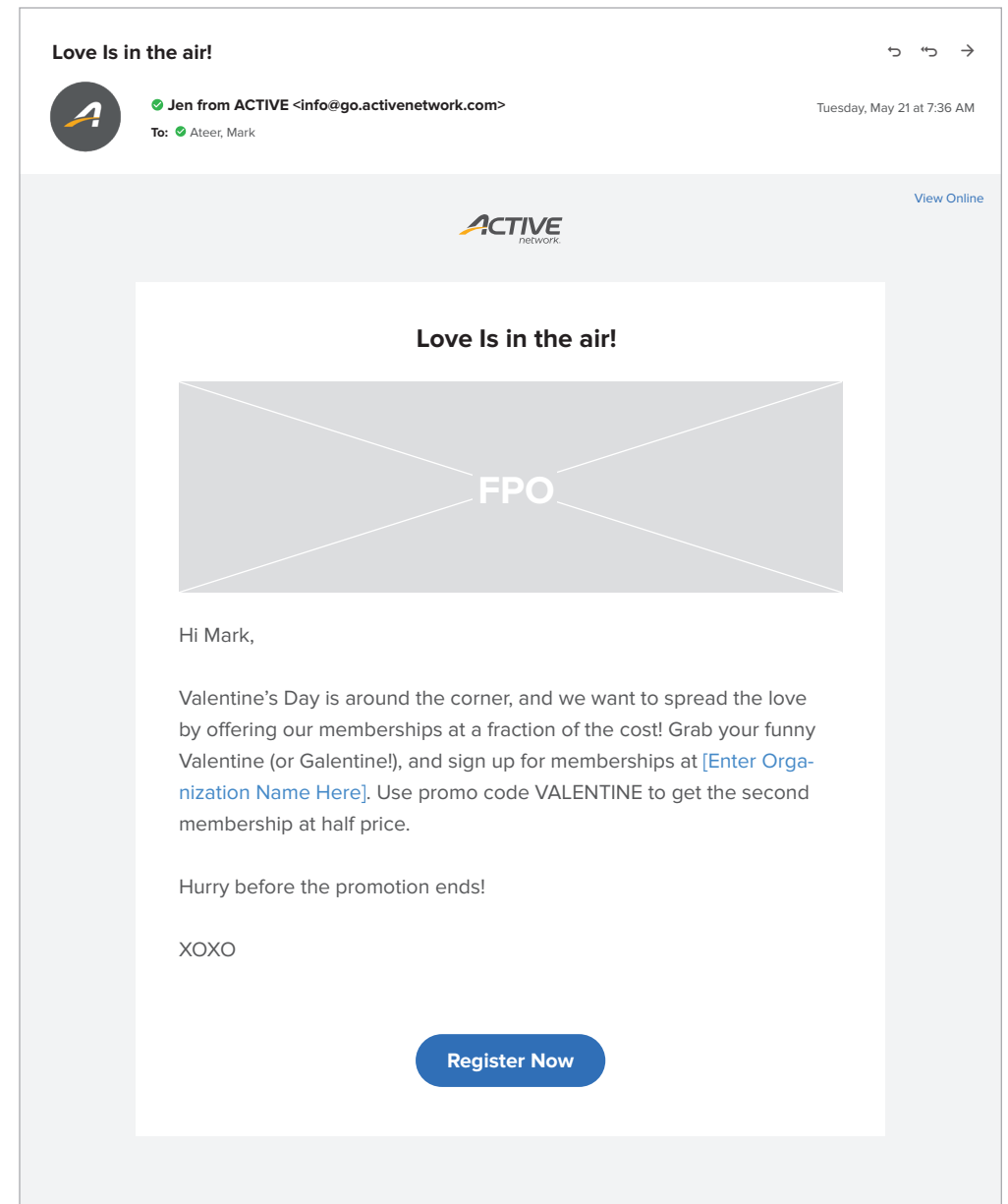
Prospects

When to Send

Up to two weeks before Valentine's Day

Subject Line Starters

- + Love Is in the air!
- + Treat Yourself This Valentine's Day





Summer Ready

The arrival of summer is always a great time to gain more members by helping them get ready for days lounging by the pool or at the beach. Let them know that your organization is the perfect place to work on their health and fitness and get summer ready.

Who to Send to

Prospects

When to Send

A month before summer begins

Subject Line Starters

- + Are You Ready for summer?
- + Get Summer Ready With Us!

Are You Ready for Summer?



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)



Are You Ready for Summer?



Hi Mark,

Summer is arriving soon, and we would love to help you get fit for the season at [\[Enter Organization Name Here\]](#)! We have plenty of fitness classes and great gym equipment to help you prepare for warmer weather spent hanging by the pool.

[Register Now](#)



Senior Discount

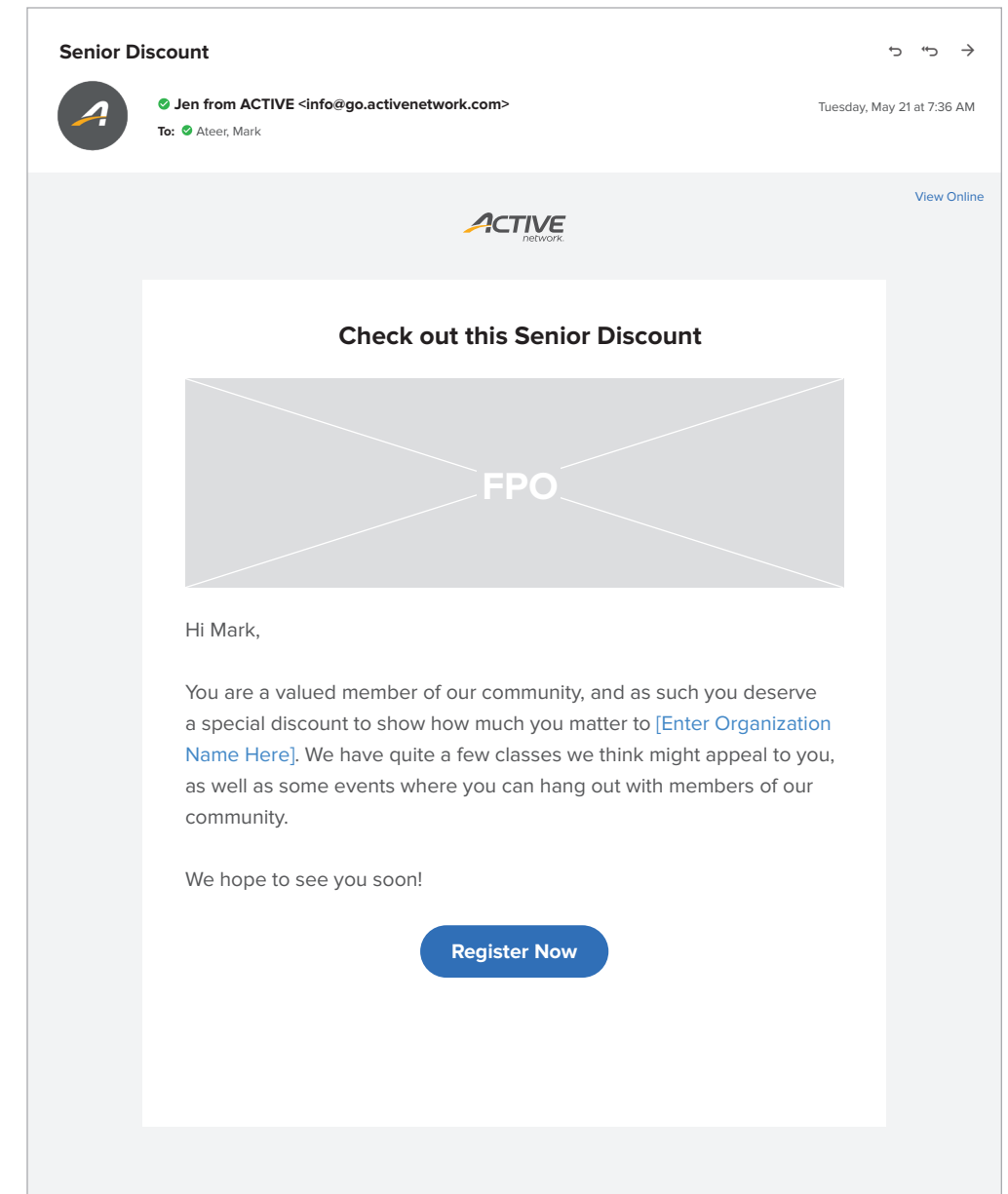
Show the more seasoned members of your community some love by offering them a special senior discount. Let them know that your organization is great place to meet up, take classes and stay fit. Remember, send this email to a specific segment of your community who are of a certain age.

Who to Send to Prospects

When to Send Any time throughout the year

Subject Line Starters

+ Senior Discount

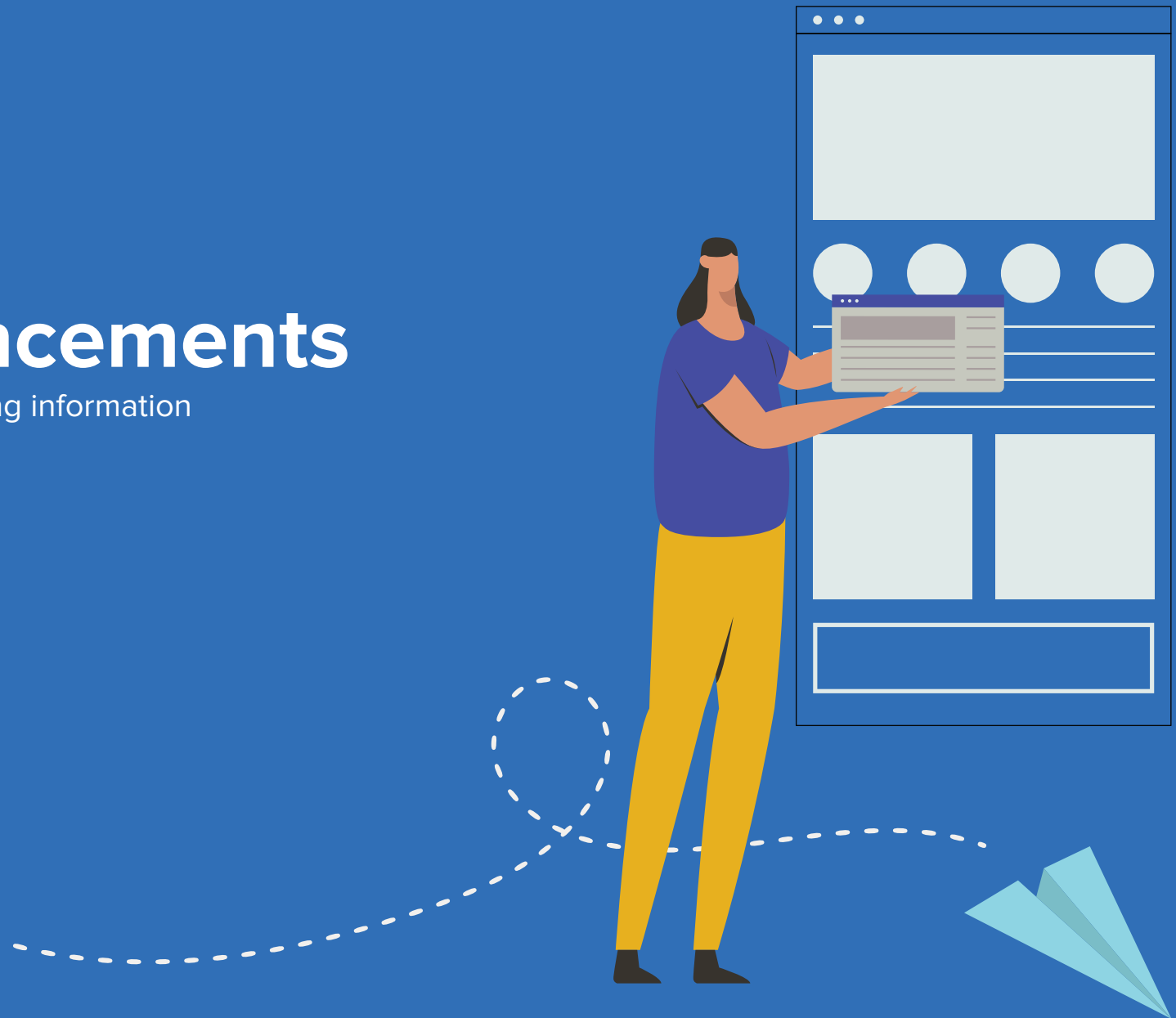




Program Announcements

Emails for announcing new programs or sharing information about established programs.

- 10 General Program Announcement
- 11 Child Care Programs
- 12 Summer Camps
- 13 Senior Programs





General Program Announcement

It's likely your organization has an abundance of programs for your community and might need a general announcement where you can easily fill in the blanks in a pinch. Our template is perfect for when you need to get the word out quickly and efficiently.

Who to Send to

Entire email list

When to Send

As soon as a new program is ready to be filled

Subject Line Starters

- + Check Out Our Programs!
- + New Programs Have Arrived!

Check Out Our Programs!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)

ACTIVE
network

Check Out Our Programs!



Hi Mark,

We have a lot of amazing programs at [\[Enter Organization Name Here\]](#) that we think you would be interested in. From [\[enter program name\]](#) to [\[enter program name\]](#), we have you covered.

Click the button below to see our program offerings!

[\[Enter Organization Name Here\] Programs](#)

22 Community Email Templates

10



Child Care Programs

If you are offering after-care or all-day child care programs, getting the word out to your community is imperative. Let them know what your child care offerings are while also giving them peace of mind.

Who to Send to	Parents of young children on your email list
When to Send	As needed

Subject Line Starters

- + We Offer Child Care!
- + In need of Child Care?

We Offer Child Care!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

We Offer Child Care!



Hi Mark,

Looking for a safe and affordable place to keep your kids in daycare during or after school hours? [\[Enter Organization Name Here\]](#) has you covered!

We have amazing caregivers who are trained to take the best care of your children, as well as provide them with nutritious food and snacks. Our engaging activities are designed by age group to help keep your child active and learning while also having fun.

Learn more about what we offer and our pricing by clicking the button below.

Learn More

22 Community Email Templates

11



Summer Camps

What is a parent to do with their kid during the summer when school is out? That’s where you come in! Demonstrate your worth while also giving parents in your community peace of mind by sharing helpful information about your summer camps.

Who to Send to	Parents of children and teens on your email list
When to Send	When registration opens for summer camp

Subject Line Starters

- + Summer Camp to the Rescue!
- + Get Ready for Summer Camp!

Summer Camp to the Rescue!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

ACTIVE
network

Summer Camp to the Rescue!



Hi Mark,

The school year is nearly over, which means you might be looking for something to help keep your kids entertained and engaged. Look no further! [\[Enter Organization Name Here\]](#) summer camp is here to save the day!

Our summer camps offer a variety of activities that are designed to keep your child active and learning all summer long. Click the button below to learn all about what our summer camps can do for your family.

Learn More



Senior Programs

If your organization offers senior programming, email is a good way to highlight everything you have to offer to the older members of your community. Whether it's bingo, coffee & donuts or a bridge tournament, your senior members will be happy to be in the know!

Who to Send to	Seniors on your email list, or families with senior members
When to Send	As needed or when a new senior program is added

Subject Line Starters

+ Ongoing Senior Programs

Ongoing Senior Programs



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)



Ongoing Senior Programs



Hi Mark,

At [\[Enter Organization Name Here\]](#), we have plenty of activities and classes to keep you entertained and engaged. We offer bridge, canasta, senior fitness classes, bingo, a photography club and more.

Check out all we have to offer by clicking the button below!

[Learn More](#)



Announcements

Emails for announcing special events, classes and charity initiatives.

- 15 Event Announcement
- 16 Class Announcement
- 17 Charity Announcement





General Event Announcement

Get the word out to your community and prospects about the amazing events your organization puts on. It's likely you'll be hosting many throughout the year, including holiday events, events for parents, events for kids, health fairs, carnivals and more. Having a general template to go off of will be a huge help if you ever find yourself in a pinch.

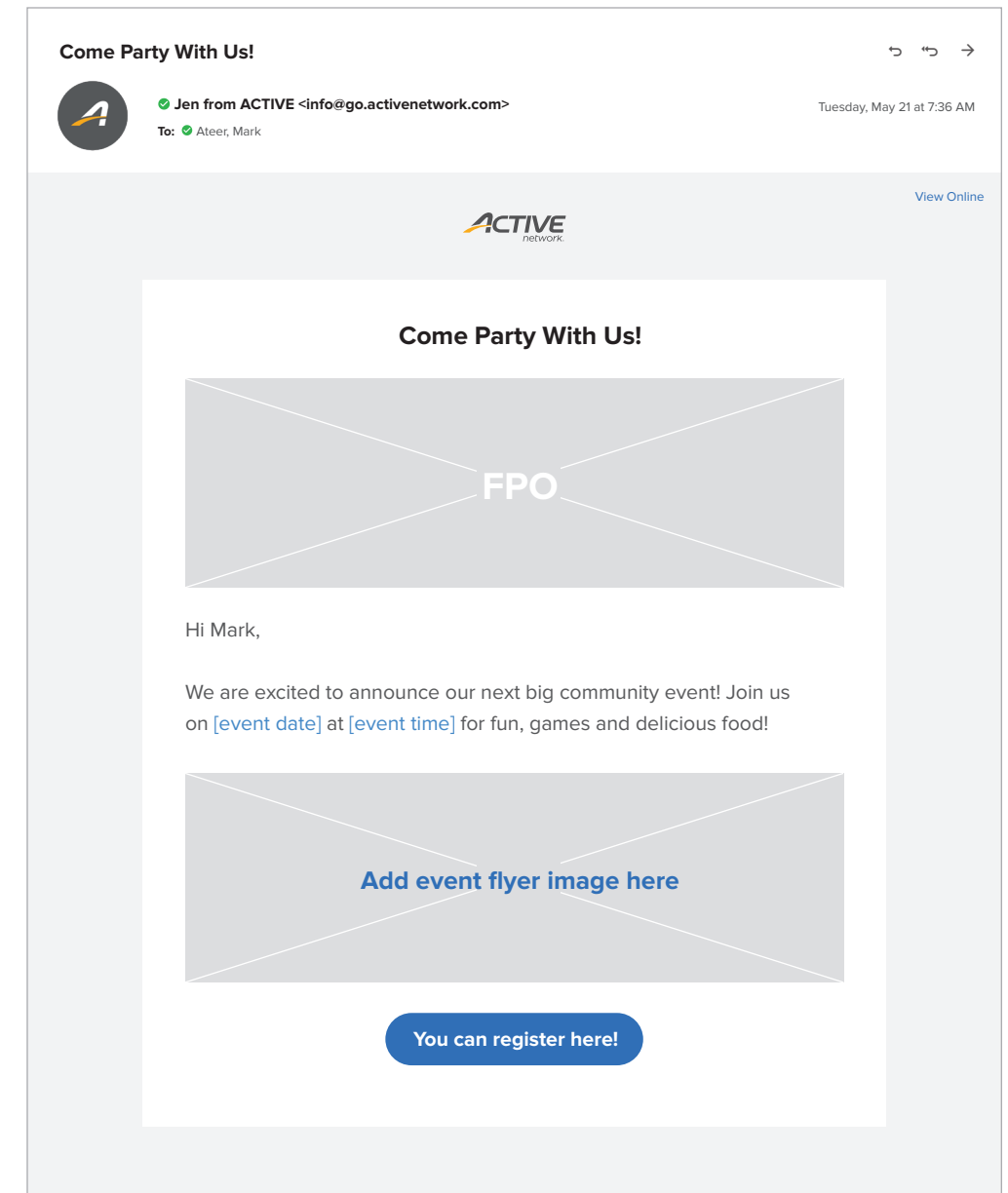
Who to Send to	Entire email list
When to Send	As soon as tickets are available for the event, or when the event is ready to be announced

Subject Line Starters

- + Come Party With Us!
- + We Have a Big Event Happening Soon!

Tips

- + Include an event flyer that includes event details within the email.
- + If the event is for a holiday, have your subject line reflect that. Include holiday-themed emojis as well.





Class Announcements

Adding new classes for you community? Let them know via email so they can get all the details and register before the class fills up.

Who to Send to	Entire email list
When to Send	As soon as registration for classes are live on your website

Subject Line Starters

- + Announcing New Classes!
- + You Asked, We Listened. New Classes Added!

You Asked, We Listened. New Classes Added!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)



You Asked, We Listened. New Classes Added!



Hi Mark,

Due to such huge demand, we added new classes that we thought you might be interested in. [Click here](#) to take a look at the new classes and register before they fill up!



Charity Announcement

It's likely you'll be partaking in charity initiatives in an effort to help your community. Whether it's fundraising or clothing and food drives, an email can help get the word out and bring your community together to help those in need.

Who to Send to	Entire email list
When to Send	As soon as donations are able to be accepted

Subject Line Starters

- + Make a Donation Today!
- + Contribute to a Good Cause!

Tips

- + If there is a flyer for this initiative, include it in the email.

Make a Donation Today!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)

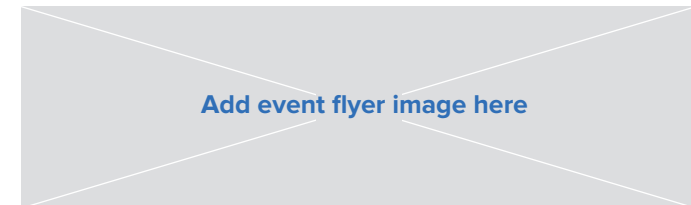


Make a Donation Today!



Hi Mark,

We are hosting our annual food drive to help those in need in our community this holiday season. If you have any canned food or non-perishables you would like to donate, please bring them to [\[location\]](#) from [\[date\]](#) to [\[date\]](#).



[Add event flyer image here](#)

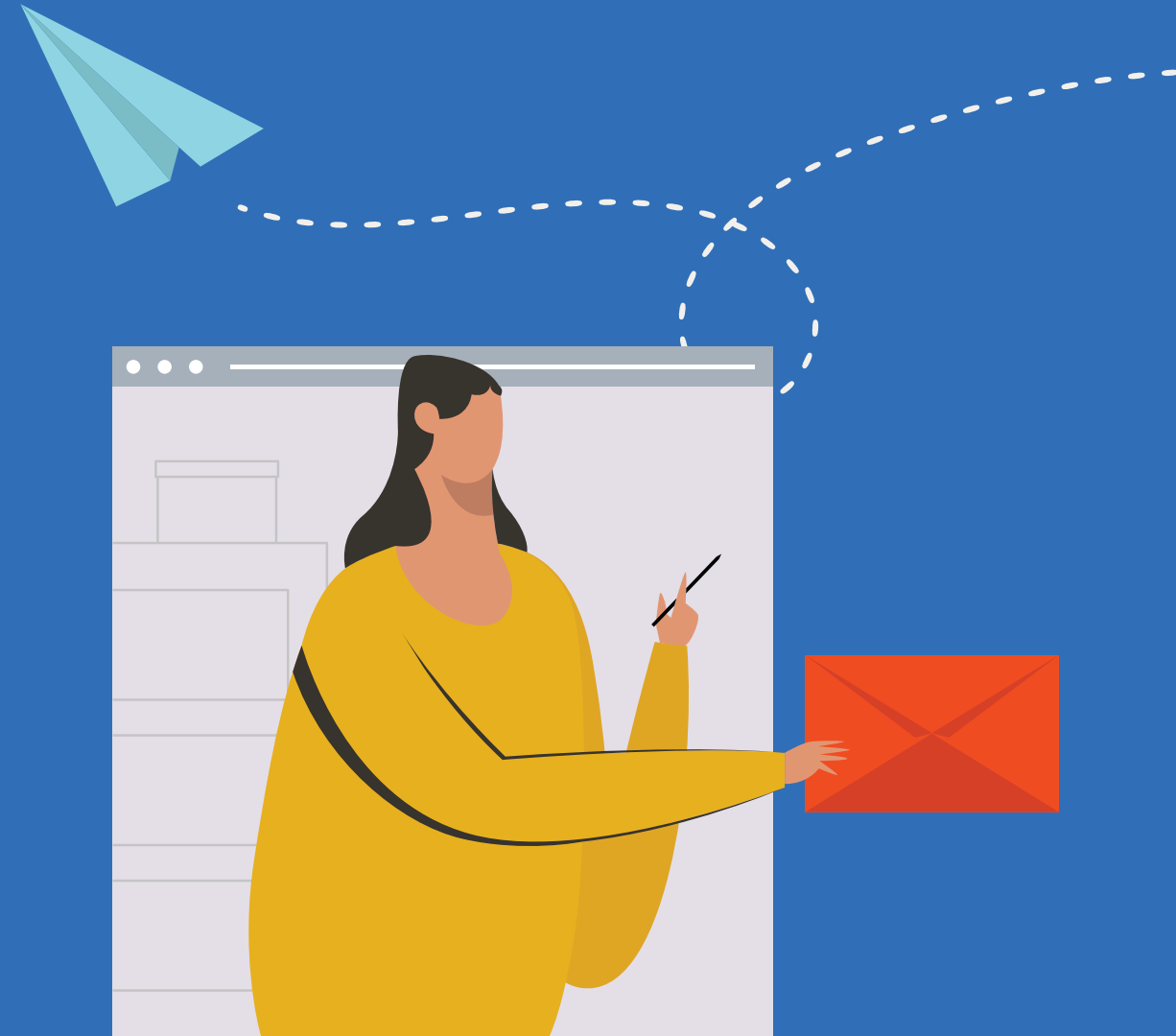
Your donations will be greatly appreciated.



General

Email templates for general needs within your organization.

- 19 Cart Abandonment
- 20 Early Bird/Pre-Registration
- 21 Thank You for Registering
- 22 New Programs/Classes/Events Added Notification
- 23 Late Registration: Openings and Pricing Notification
- 24 Parent Notification: Child Update
- 25 Reminder to Complete Follow-up Forms/Return Waivers
- 26 Class/Program/Event Change Notification
- 27 Waitlisted: "You've Been Added to the Class/Program"
- 28 Thank You (Post Class/Program/Event)
- 29 Oops!
- 30 News & Information
- 31 Survey Request





Cart Abandonment

Cart abandonment occurs surprisingly often, usually due to surprise costs, too many fields or irritating tech issues. An automated email that reminds them to return could make a big difference if they were interrupted.

Who to Send to	Anyone who starts but does not complete a registration or merchandise form
When to Send	24 hours after abandonment

Subject Line Starters

- + Still Looking Around?
- + Did You Forget Something?
- + How Can We Help With Your Registration?

Tips

- + Keep it simple, and remind them of what they're about to give up by not completing their registration.
- + Offer incentives.
- + Make it easy: Provide links for them to finish.

Did You Forget Something?



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

ACTIVE
network

Did You Forget Something?



Hi Mark,

Registration for [insert class/program/event] is waiting to be completed. With very limited spots left, we don't want you to miss out.

Easily finish your registration here:
[\[Insert Link\]](#)

22 Community Email Templates

19



Early Bird/Pre-Registration

Early bird notifications are designed to create urgency and help you with planning and revenue flow. Some families plan their calendar a year or more in advance, so don't be afraid to set up and promote your programs and classes earlier than you normally do.

Who to Send to	Prospects
When to Send	As soon as you set up the class/program in your recreation management software

Subject Line Starters

- + It's Time to Register for [insert class/program/event name]!
- + Early Bird Registration Now Open: Reserve Your Spot!

Tips

- + Include the total cost after discount.
- + Add a former participant's testimonial.
- + Include a direct link to registration and social sharing buttons so they can tell their friends about their decision.

It's Time to Register for [insert class/program/event name]!



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)



It's Time to Register for
[insert class/program/event name]!



Hi Mark,

We opened registration early at a discount for those of you who like to set it, forget it and save!

Take 15% off your registration for [insert class/program/event name] when you register by [date of your choosing].

We anticipate the limited spots filling quickly, so reserve your spot now!

[Register Now](#)

22 Community Email Templates

20



Thank You for Registering

Set up your completed registration confirmation to send automatically. Provide all the specific class/program/event details they'll need to reduce calls for more information.

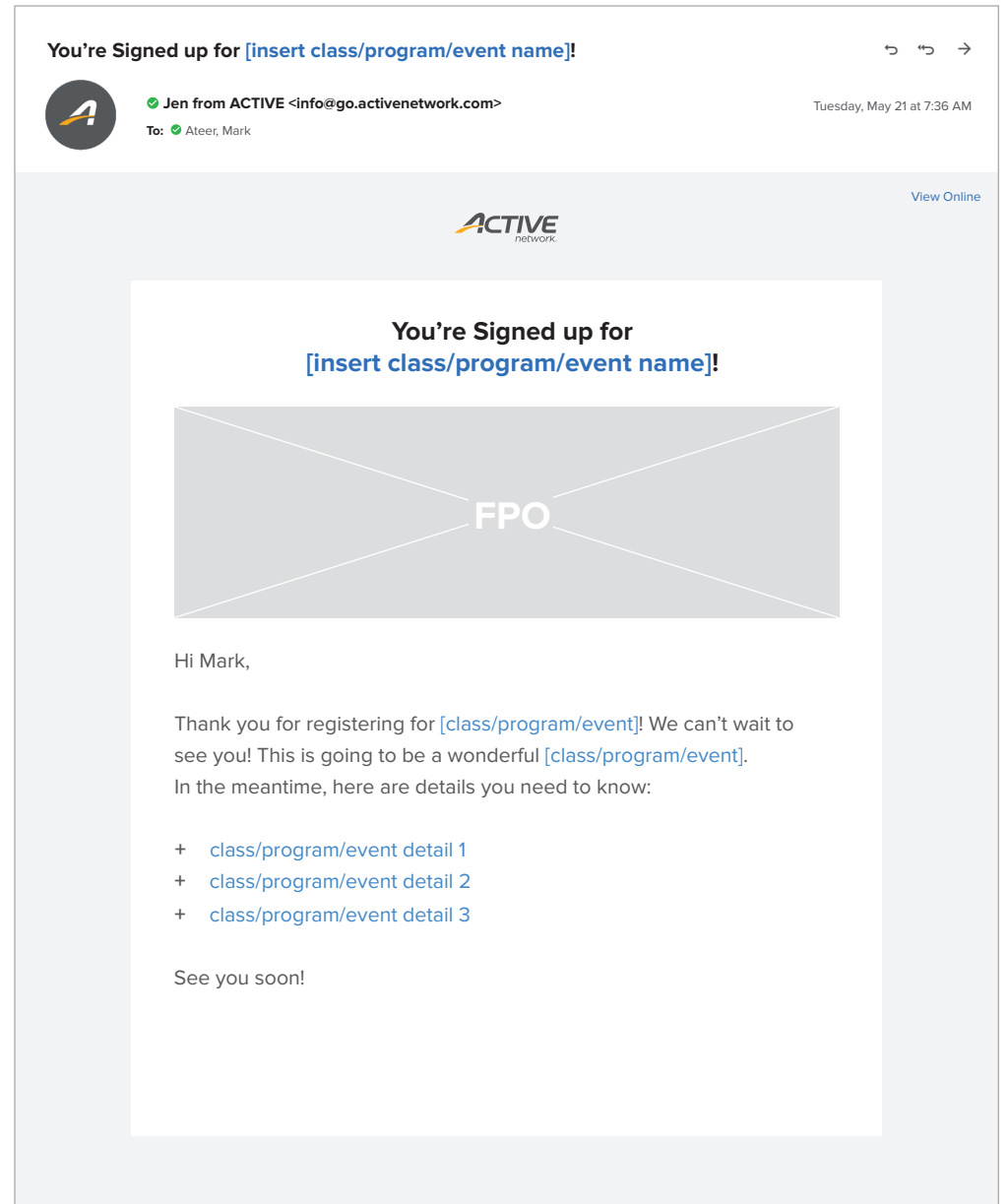
Who to Send to	Registrants
When to Send	Upon registration completion

Subject Line Starters

+ You're Signed up for [insert class/program/event]!

Tips

+ Add social links with text that says, "Let your friends know your plans!"





New Programs/Classes/Events Added Notification

If you’re adding new programs/classes/events, congratulations! Not only will you need to let your community know, you’ll want to fill them to the brim by letting anyone who is not already registered know about the additional capacity.

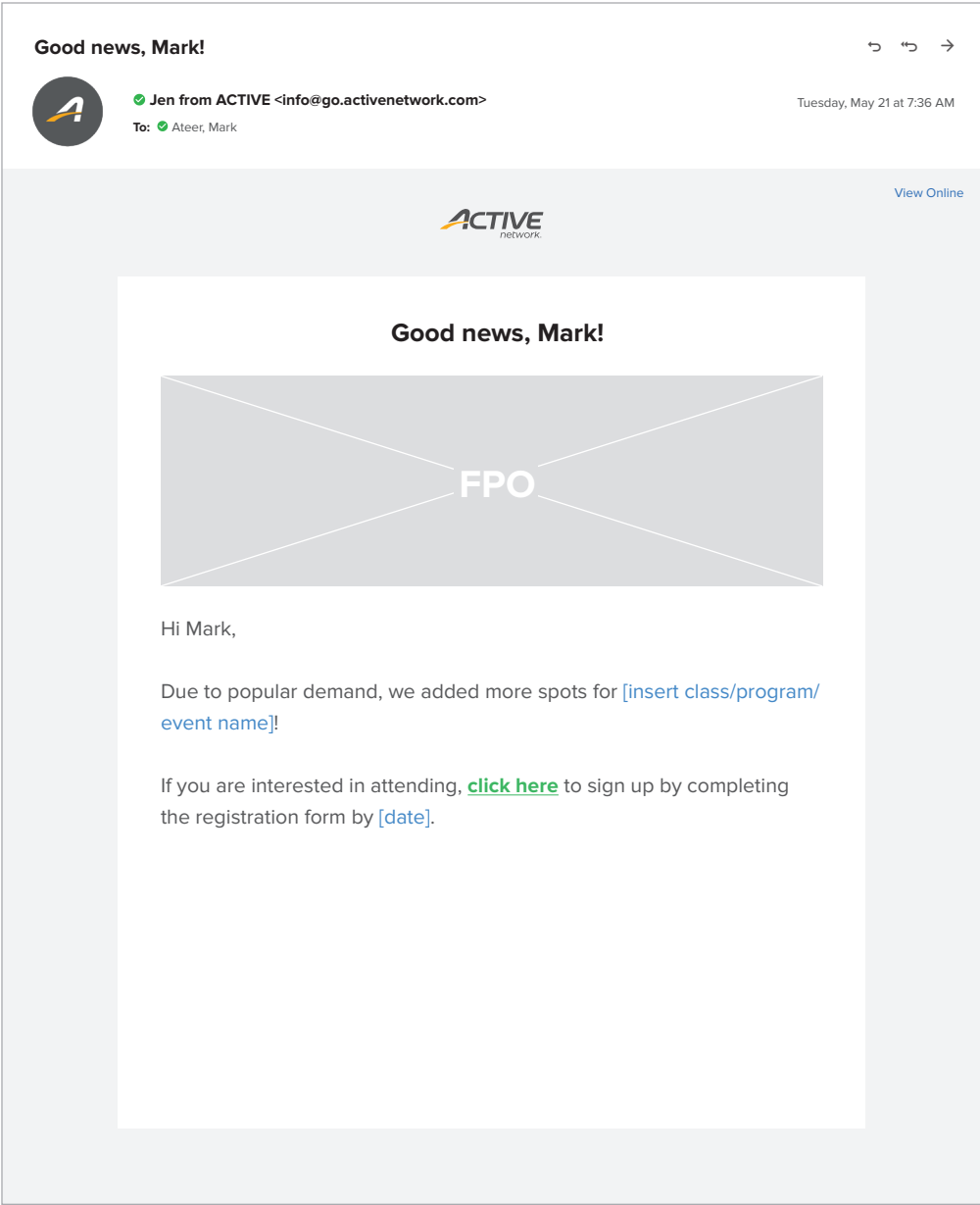
Who to Send to	Waitlisted individuals/former registrants/prospects
When to Send	When necessary

Subject Line Starters

- + Great News About New [insert class/program/event name]!
- + We Added New [insert class/program/event name]!

Tips

- + If the customer has already registered, simply say, “Reply to this email, and we’ll confirm your spot.”
- + Don’t forget to add a button linking to the registration form.
- + Include a deadline so you can move to the next person on the waitlist if your first recipients aren’t interested.





Late Registration: Openings and Pricing Notification

It never hurts to make one last attempt to let prospects and former registrants know there's still time to sign up. You could charge a bit more for late registrations, but if you really want to fill those spots, a BOGO or other discount could move someone who's on the fence.

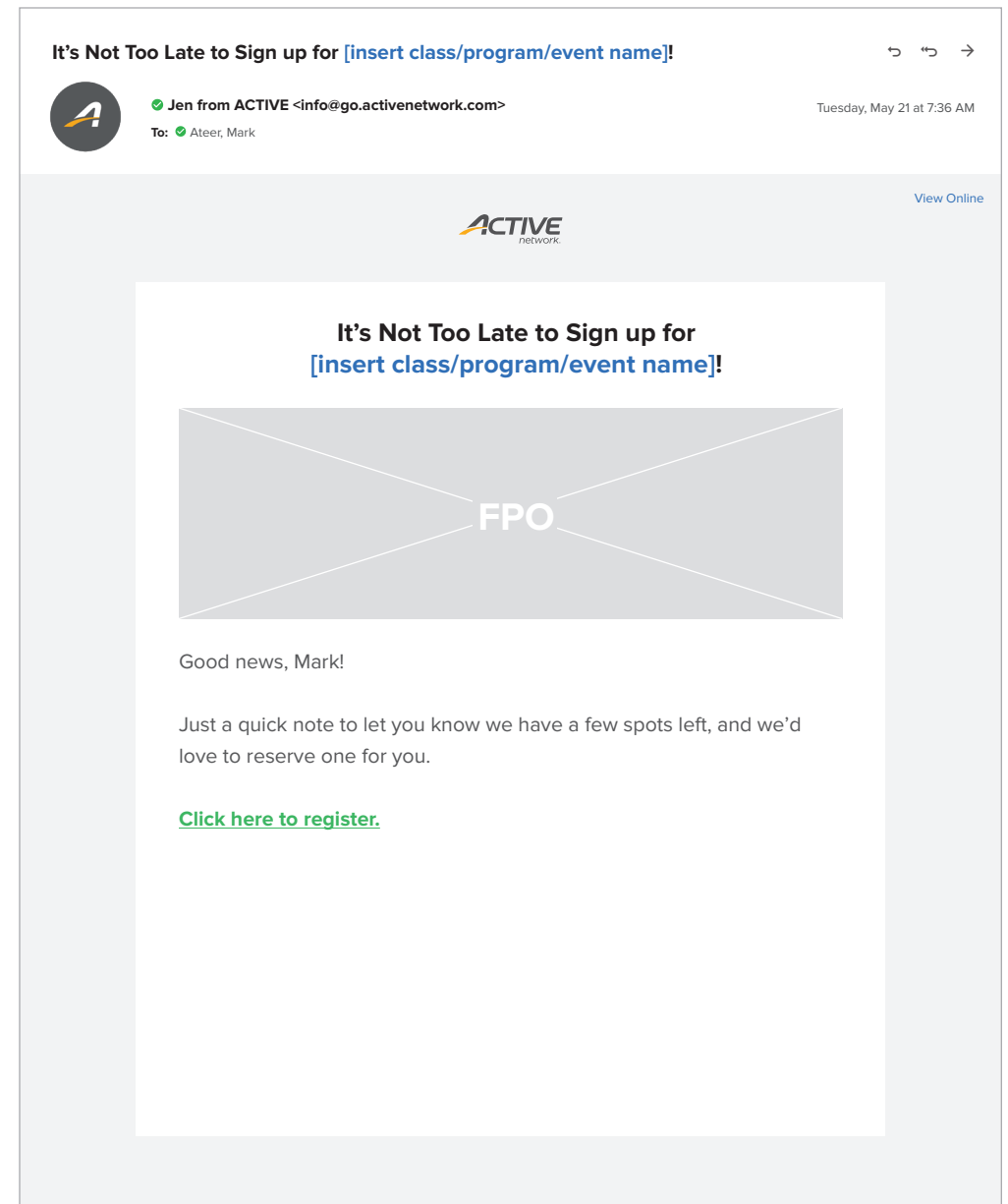
Who to Send to	Former registrants/prospects
When to Send	Two weeks prior to class/program/event up to the day before.

Subject Line Starters

+ It's Not Too Late to Sign up for [insert class/program/event name]!

Tips

+ Add a testimonial or a plug for the value of your camp for those who are sitting on the fence.





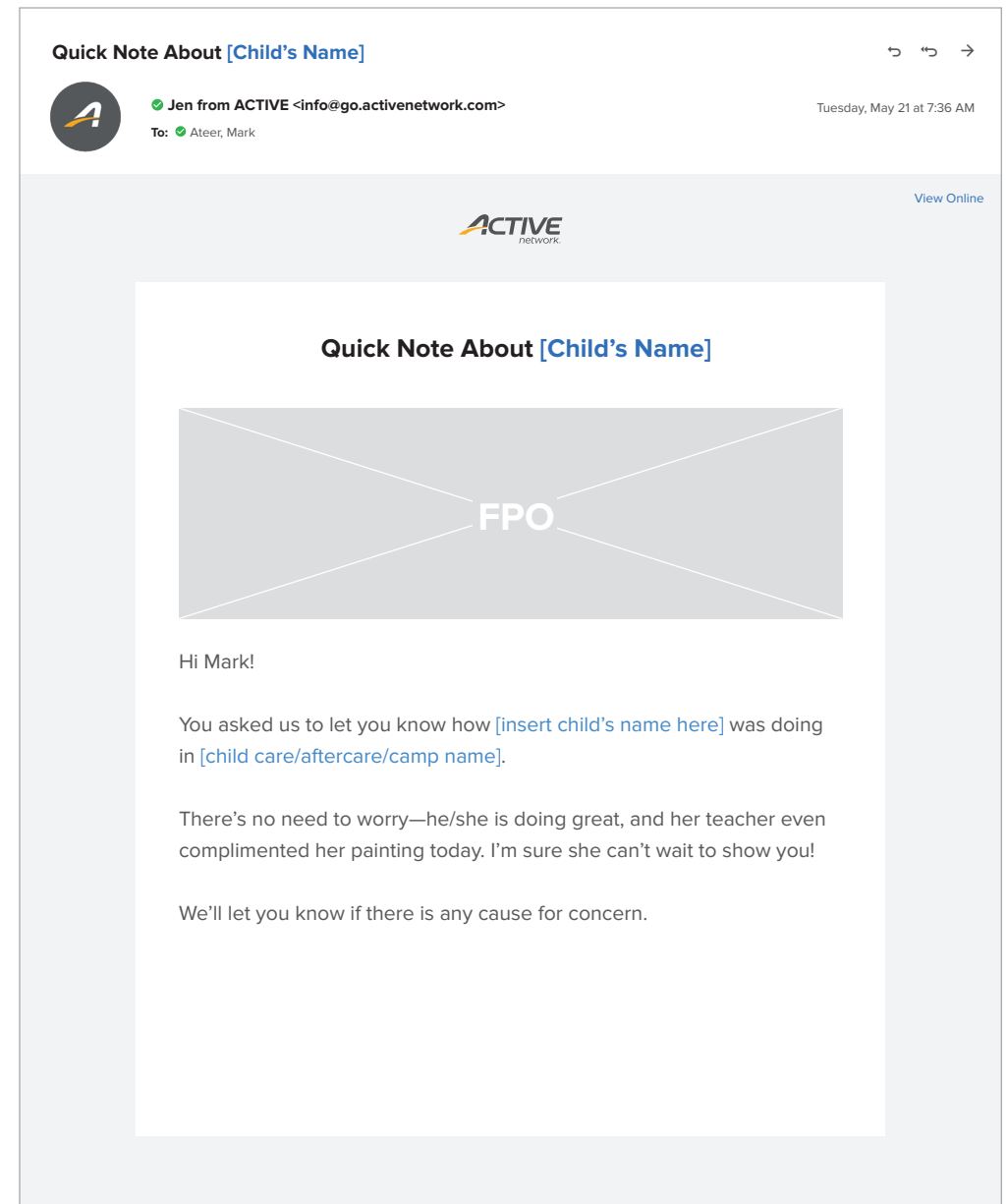
Parent Notification: Child Update

The parent's experience is often as important as the child's while in child care, aftercare and camp. It's best not to advertise that you will frequently update parents about a child's welfare, but if the child has special situations that you'll be monitoring anyway, it may be worth the extra effort to reassure parents on an agreed-upon cadence.

Who to Send to	Specific parent
When to Send	When necessary

Subject Line Starters

- + Your Requested Update About [Child's Name]
- + Quick Note About [Child's Name]





Reminder to Complete Follow-up Forms/ Return Waivers

If you don't have an automated method of collecting waivers at check-in, you'll need to send out reminders as often as needed to make sure you get them all back.

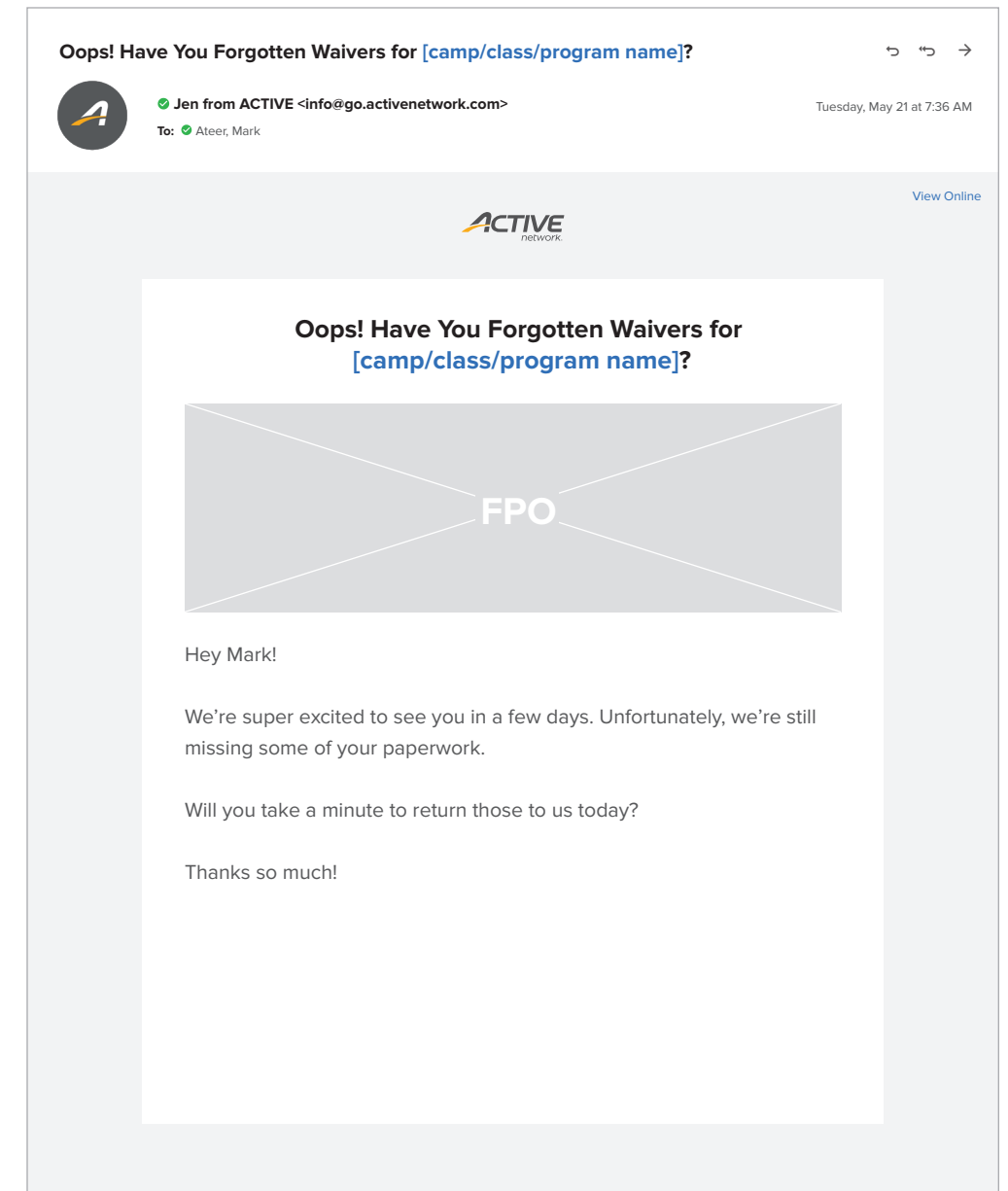
Who to Send to	Registrants
When to Send	As needed, up to one day before class/ camp/program start

Subject Line Starters

- + Oops! Have You Forgotten Waivers for [camp/class/program name]?
- + Reminder: We Need Your Signed Waivers for [camp/class/program name]
- + Urgent Reminder: We Need Your Signed Waivers for [camp/class/program name]

Tips

- + Add in how easy it is to complete the paperwork electronically.
- + Include a link if your management software has that feature.





Class/Program/Event Change Notification

When it comes to classes, events or programs, surprises aren't necessarily a good thing. Let participants who are attending your class, program or event know of any changes that will affect them as soon as you can.

Who to Send to	Registrants/former registrants
When to Send	When necessary

Subject Line Starters

- + [Class/Program/Event Name] Update
- + News About [Class/Program/Event Name]

[Class/Program/Event Name] Update



Jen from ACTIVE <info@go.activenetwork.com>

To: Ateer, Mark

Tuesday, May 21 at 7:36 AM

[View Online](#)

[Class/Program/Event Name] Update



Mark,

In the interest in avoiding any last-minute surprises, we wanted to let you know as early as possible that the time of [class/program/event name] has changed from [insert original date and time] to [insert new date and time].

If you have any concerns or need to reschedule, please reach out and we will be happy to accommodate.



Waitlisted: “You’ve Been Added to The Class/Program”

Waitlisted participants may not have waited around in hopes of a spot. Get them back the minute there’s an opening, instructing them on how to confirm acceptance for their spot. You may have to send several of these to find someone still available, so an email template will come in handy!

Who to Send to	Waitlisted participants
When to Send	When necessary

Subject Line Starters

- + Great News! A Spot Opened for You!
- + No More Waiting! The Cclass/Program You Requested Has an Opening!

Great News! A Spot Opened for You!



Jen from ACTIVE <info@go.activenetwork.com>

To: Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

ACTIVE
network

Great News! A Spot Opened for You!



Hi Mark,

We're happy to let you know that a spot has opened up in [class/program name] that you requested. We hope you are still interested in attending.

We'll hold a spot for you until [insert date here]. After that, we'll have to release it to others who are interested. [Click here](#) to save your spot.



Thank You (Post Class/Program/Event)

Closing the loop on an experience is vital to sealing the customer's overall impression of it. You absolutely must send an email once a program or event is complete to leave a 100% positive impression.

Who to Send to	All class/program/event participants
-----------------------	--------------------------------------

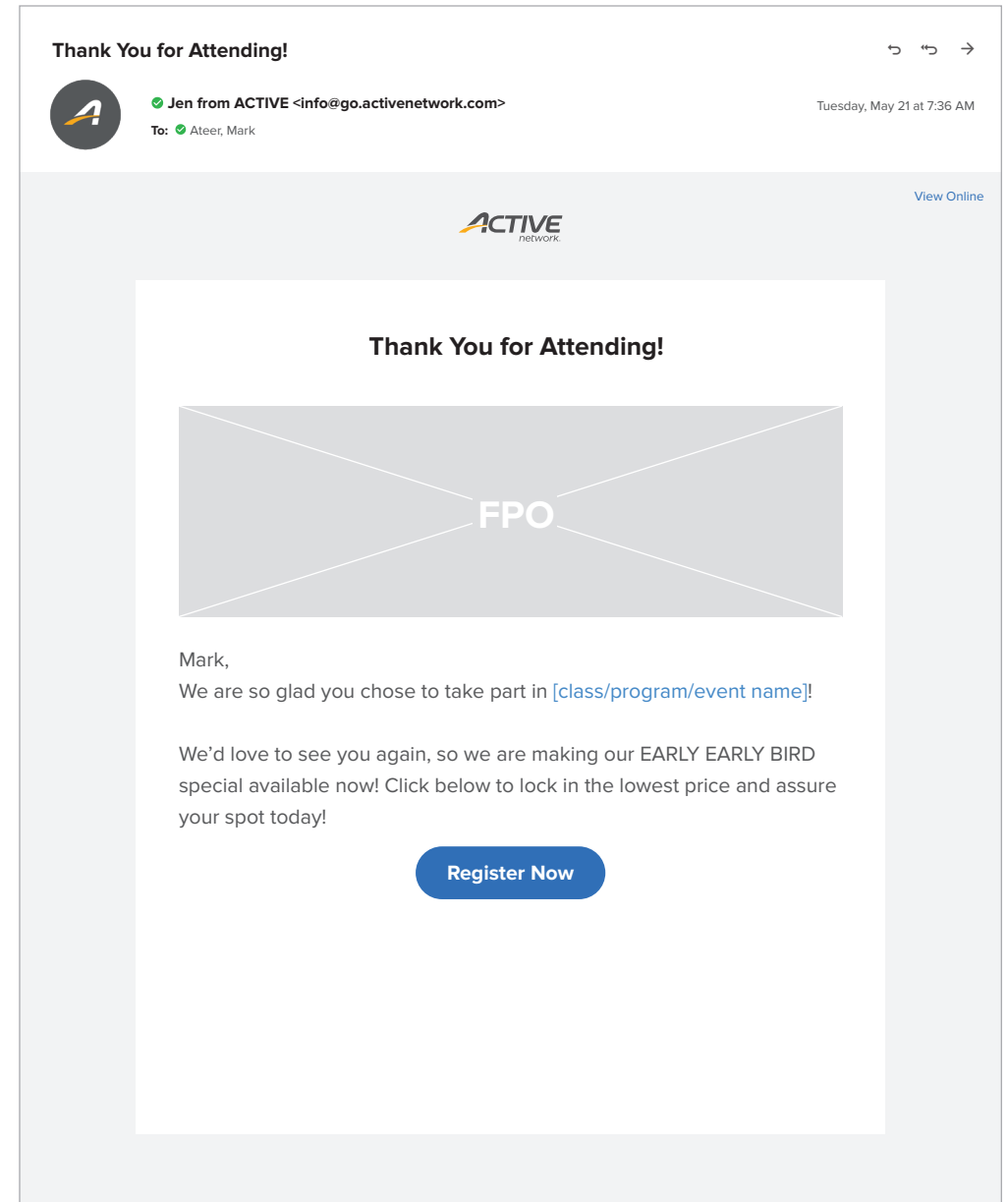
When to Send	Up to two weeks after class/program/event
---------------------	---

Subject Line Starters

- + Thank You for Attending!
- + See You Next Time!

Tips

- + Capitalize on the class/program/event afterglow by offering an early bird special for the next one.





Oops!

Everybody makes mistakes! If you discover a critical error in a sent email or registration form, you'll need to quickly clarify. Humor helps make the error less embarrassing.

Who to Send to	Recipients of any email that needs to be updated
When to Send	When necessary

Subject Line Starters

- + Oops! Update to Our Recent Email
- + Boy, Do We Feel Sheepish!

Oops! Update to Our Recent Email



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

ACTIVE
network

Oops! Update to Our Recent Email



Hi Mark,

We were so excited about [class/program/event name] that we forgot to say when it is!

What we really meant to say was: [Class/program/event name] is happening on [insert date here].

We apologize for any inconvenience you experienced.



News & Information

Some news is short and can't wait, and you'll want to share it immediately in an email. Other times, you have something to share that may seem too long for an email. That's the perfect time to put your content on your blog or website and email an invitation to read it.

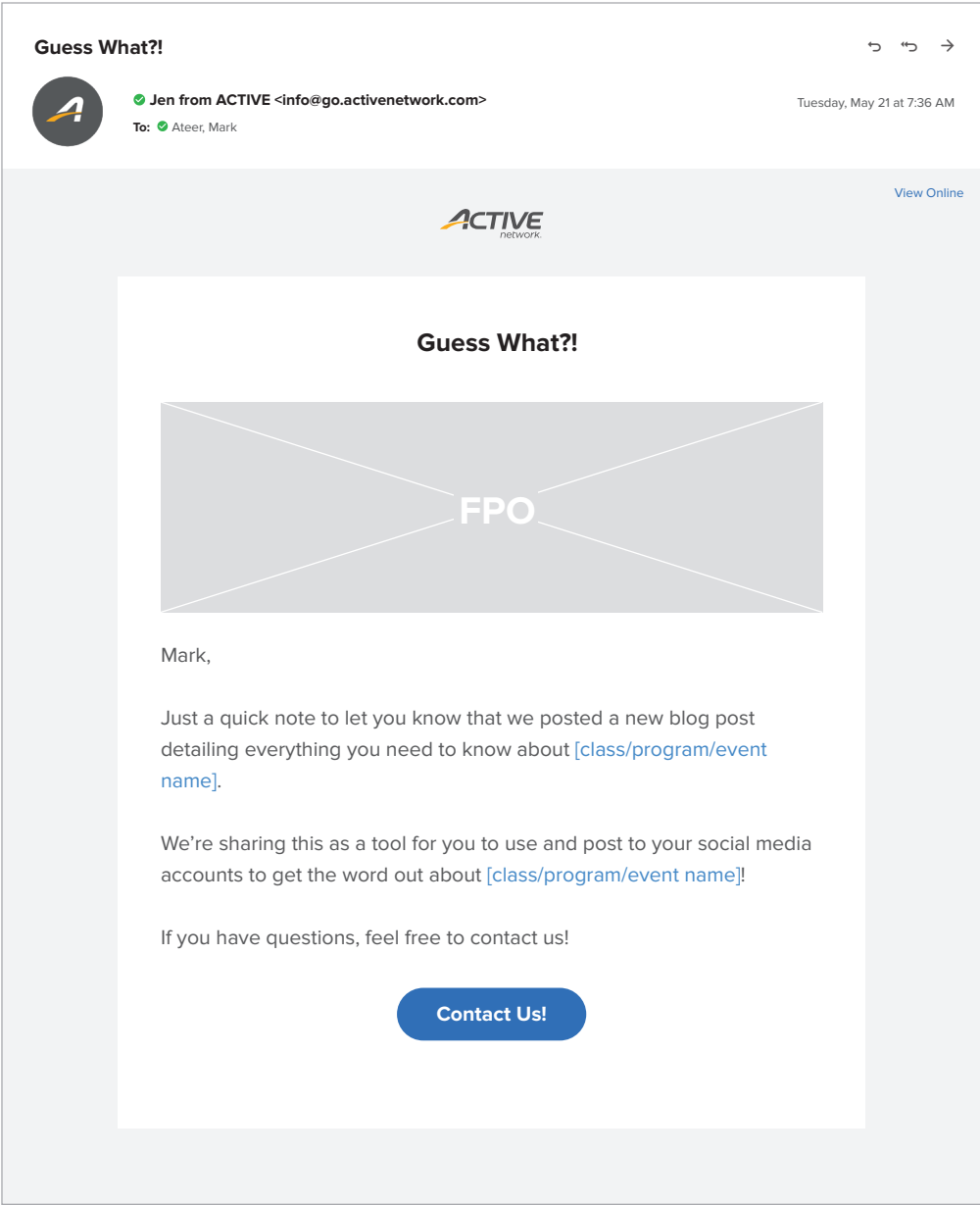
Who to Send to	Entire database
When to Send	When necessary

Subject Line Starters

- + Guess What?!
- + New Blog Post Live: [Title of Post]
- + Great News!

Tips

- + Be sure to include why it's so important or why you think they'll find it interesting, along with required action steps.





Survey Request

Surveys help you learn something you don't already know or validate a theory you have. They can also build loyalty if recipients believe you really care.

Who to Send to	All participants
When to Send	Up to two weeks after class/program/event

Subject Line Starters

- + Your Opinion Matters to Us
- + Quick Request for Your Opinion

Tips

- + Be sure to keep your survey short and sweet. Ask only one to five questions so you can keep the response time to a minute or so, unless you're offering an incentive.
- + Never send a survey to a customer you know is unhappy—communicate personally with those individuals.

Your Opinion Matters to Us



✓ Jen from ACTIVE <info@go.activenetwork.com>

To: ✓ Ateer, Mark

Tuesday, May 21 at 7:36 AM

View Online

ACTIVE
network

Your Opinion Matters to Us



Hi Mark,

Our mission is to provide helpful classes, fun events and great programs for our community, so it's important to make sure we're meeting your expectations and then some.

Would you mind taking a few minutes to give us your feedback in the attached survey? We value your opinion!

22 Community Email Templates

31



Staying connected to your customers and prospects is a big job.

ACTIVEWorks for Parks & Recreation Management is your cloud-based SaaS partner, empowering departments like yours with the data and insights needed to build stronger communities. From engaging your community, streamlining operations, and managing participation, our ACTIVENet recreation management software is here to help your organization perform at its best.

800.895.8956 | activenetwork.com/parks | communities@activenetwork.com

