

COVID MARKETING GUIDE

Renewal Letter Templates



Downloads & Resources



Printable Fun Signs



Social Media Graphics



Mask Requirement Signs



Renewal Letter Templates



**Templates to help
associations and
chambers
tactfully encourage
renewals.**

THE RENEWAL ASK...

VERSION 1

Member renewals in the time of COVID-19 – it's a challenge universal to associations everywhere. To help associations tactfully encourage renewals, we're including the first of two, member renewal letter templates for your use:



Dear [MEMBER NAME],

The [ASSOCIATION NAME] recognizes and understands the challenges facing our members, and we are working tirelessly on your behalf.

From our COVID-19 Resources web page [INCLUDE LINK] to advocacy for our members and [INTEREST/INDUSTRY/TRADE/ETC.], the association is committed to helping navigate this shared journey.

Through these unprecedented times, our number one priority remains serving as the voice of our members and [INTEREST, ETC.]. As your investment renewal date approaches, and cash may be tight, we respectfully ask for your continued support by renewing – [potential idea: and we will give you special recognition on our website].

Your continued commitment to the [ASSOCIATION NAME] enables us to:

- Stimulate the [INTEREST ETC.] through programs, events, and services.
- Advocate for our members and [INTEREST ETC.] by promoting a pro-[INTEREST, ETC.] climate and adopting positions to influence public policy through communications with elected officials.
- Spotlight issues and gain visibility for [INTEREST, ETC.].
- Provide timely communications about issues that impact our members and [INTEREST, ETC.].
- Provide resources such as online job postings, an expanded web presence through the membership directory, and digital advertising opportunities.
- Offer problem-solving services like [INSERT ADDITIONAL BENEFITS HERE].

We will continue focusing on our mission of providing unparalleled support for our members and to strengthen our [INTEREST, ETC.] – now and in the future. Thank you again for your commitment and partnership. Our organization is strong because of you.

Together, we will tackle this challenge (and whatever the future may bring), and ensure not only that [INTEREST, ETC.] will get through this, but will thrive. We look forward to our continued partnership. If there are additional ways we can help your business during this time, please contact [NAME AND EMAIL ADDRESS].

Sincerely,
[NAME]
[TITLE]



THE RENEWAL ASK...

VERSION 2

Member renewals in the time of COVID-19 – it's a challenge universal to associations everywhere. To help associations tactfully encourage renewals, we're including the first of two, member renewal letter templates for your use:



Dear [Member Name],

I recently asked myself this question:

"How can I ask our members to renew their membership when the [CRISIS EVENT] has all but devastated our economy?"

My answer? "How can I not ask?"

It would be disingenuous if I were to be apologetic toward the value of this organization. Long before the coronavirus epidemic, in times of crisis, [ASSOCIATION NAME] has circled the proverbial wagons. Today is no different.

Look at your email inbox. Your association team has been relentless in researching and providing timely, relevant information to help members survive and move forward. My confidence in the value of membership is unwavering. Whether in the past or today, the association staff and board remain laser-focused on meeting the needs of and advocating for association members and our community as a whole.

As for your dues, discounting your membership investment would be discounting the value of [ASSOCIATION NAME]. That being said, to ensure we all "keep our wagons together," during this uncertain time, we are happy to adjust your support as needed.

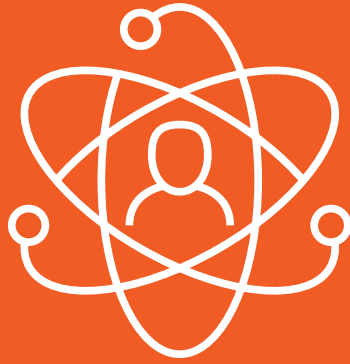
Regardless of the adjustment, you will remain at and receive the full benefits associated with your current investment level through the recovery period. To work together privately and quickly to determine a plan please call or email [NAME].

Keep moving forward,

[NAME]

[TITLE]

Downloads & Resources



**Strategy,
Communications,
Social Media Images,
and more.**

Helpful Resources

THRIVING DURING & AFTER A PANDEMIC

A planning tool to help you and your board strategize your own crisis response and recovery plan.

RUNNING A "LOW-TOUCH" GOLF EVENT

Practical tips for teeing up a golf tournament amidst social distancing.

ON-DEMAND: CRISIS COMMUNICATIONS

Melynn Sicht explains how to strengthen your membership with proactive crisis communication strategies.

ON-DEMAND: ENERGIZE VIRTUAL EVENTS

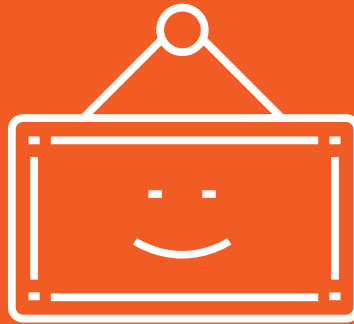
An on-demand "show-and-tell" with Amanda Kaiser demonstrating how to energize participants during virtual events.

Social Media Graphics Download Link



GET IMAGES

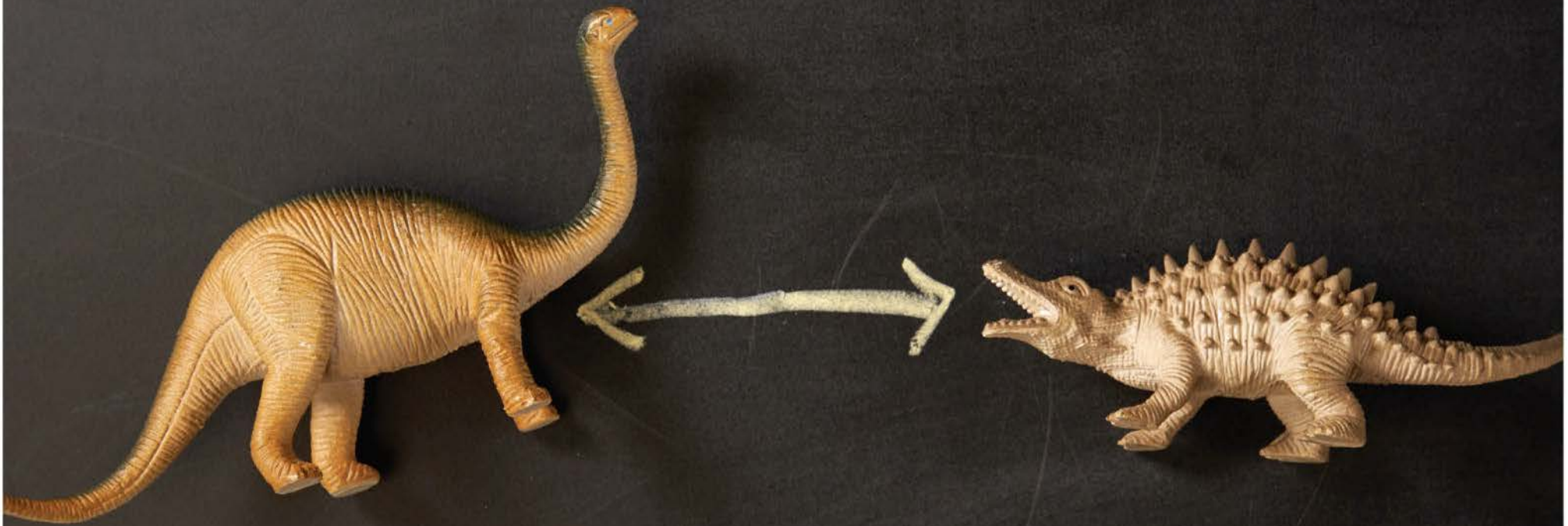
Printable Fun Signs



**Fun signs for
social distancing,
hand washing,
shop local, etc.**

**Download and print on
letter size paper.**

Please keep dinosaur-distance apart.



thank you.

SUPPORT LOCAL

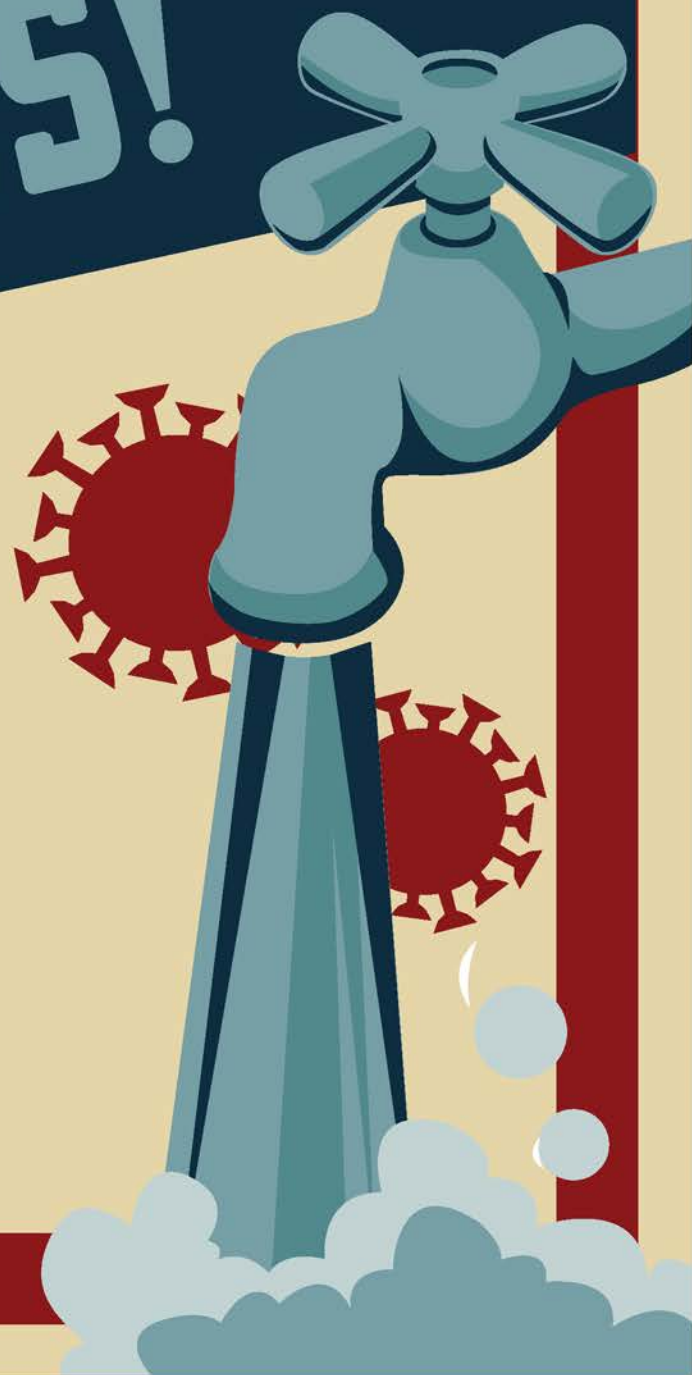


CARRY OUT



**we're
open**

**Wash
Your** **HANDS!**

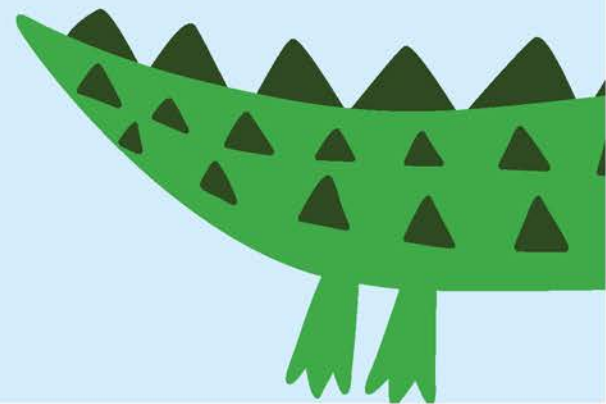
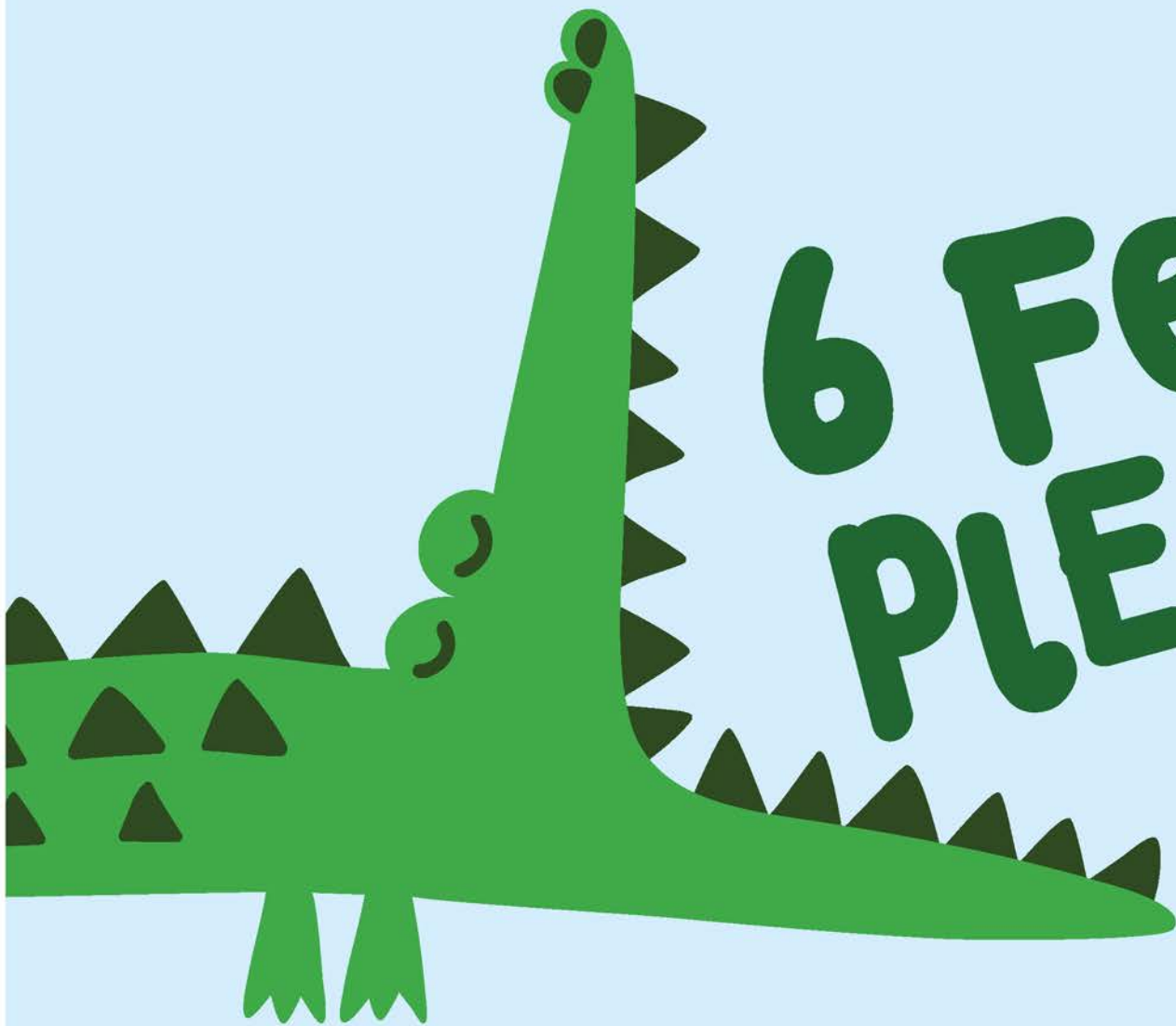


LOVE WHERE YOU LIVE.



BEAT
LOCAL

6 Feet
PLEASE



KEEP CALM

AND

WASH

YOUR

HANDS

Mask Requirement Signs



**Fun signs for
chambers, associations,
and their members.**

**Download and print on
letter-size paper.**

**BE A SUPERHERO.
WEAR A MASK.**



*To mask or
not to mask...*

**PLEASE WEAR A MASK.
THANK YOU.**

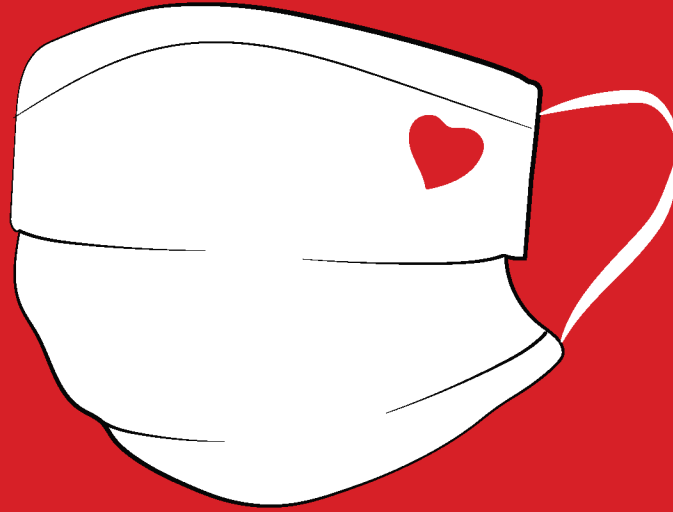


Stay in style with

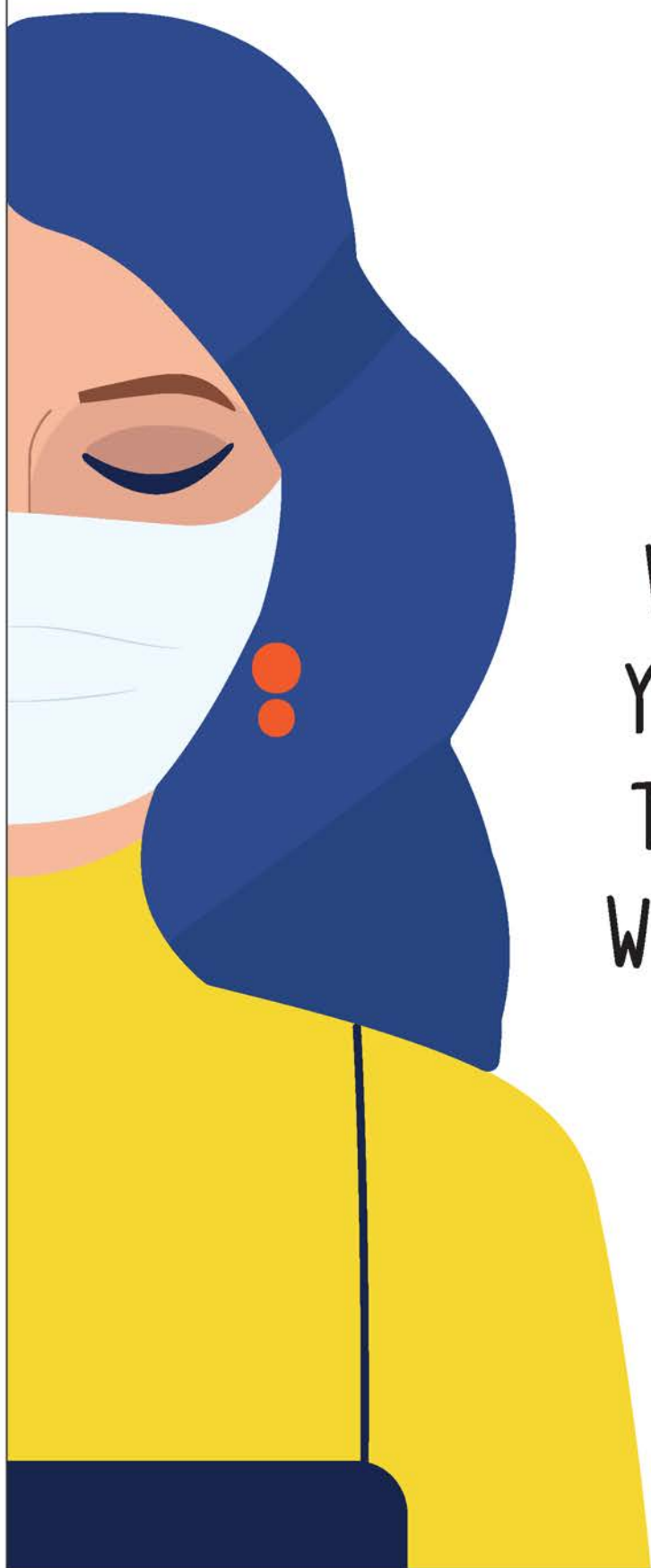
THE SEASON'S HOTTEST FASHION STATEMENT

Please wear a mask.
Thank you.





Please
MASK UP, BUTTERCUP.



WE MISS SEEING
YOUR FACE, BUT
THANK YOU FOR
WEARING A MASK.



GrowthZone

smarter association software

ABOUT GROWTHZONE

The GrowthZone mission is to empower organizations with the tools they need to grow membership, keep members engaged, keep members longer, and do more in less time.

GrowthZone is a full Membership Management System with **built-in payment processing, e-commerce, fundraising, marketing automation, member prospecting**, and more. GrowthZone is ideal for chambers of commerce, business, trade, and professional associations.

Schedule a quick, no-pressure demo to see GrowthZone in action.

SCHEDULE DEMO

GrowthZone features a comprehensive suite of productivity modules for membership organizations, including:

- ✓ Fundraising
- ✓ Billing
- ✓ Event Registration
- ✓ Event Exhibitor/Session Management
- ✓ Sales Funnel Management
- ✓ Payment Processing
- ✓ Email Marketing Automation
- ✓ Certification Tracking
- ✓ Chapter Management
- ✓ Mobile Staff App
- ✓ Website Hosting
- ✓ Website Content Management
- ✓ Advertising/Sponsorship
- ✓ Online Store
- ✓ Form Builder
- ✓ Job Boards
- ✓ Project Management
- ✓ Contacts
- ✓ Communication
- ✓ Lists/Committees