



THE HUNTINGTON
LIBRARY, ART COLLECTIONS, AND BOTANICAL GARDENS
1151 Oxford Road, San Marino, California 91108

Making *eRenewals* work for you: Content, **Structure** and *Design*

Content: What's in an eRenewal?

- Subject Line: Use an **ATTENTION GRABBER!** "Another year of Huntington Membership!"
- Give them a reason to renew now! Could be a simple reminder of what you offer.
- Remind them of their expiration date.
- Use an incentive: Offer something extra for renewing early - guest passes, extra months, or a premium.
- Place an expiration date on your offer. "Renew with this eRenewal by"
- Remind them of upcoming Members events: Make a list with short details, date and time, or highlight your blockbuster exhibition.
- Highlight the "green" factor. If they renew online they save on time and postage, contributing to your efforts to reduce the impact on our environment.
- Include a privacy statement: Required by U.S. Law. Many email service providers do not include one on your Museum's behalf. Let your Members know their information is private and you are committed to protecting it.
- Include an option to unsubscribe (email providers may offer this option, also required by law)

Structure: eRenewal as part of your renewal cycle and presentation

- Make your eRenewal a part of your renewal cycle; have it be the first communication to go out.
 - Example: 2 Months before Exp.- eRenewal , 1 Month before Exp.- Letter, Month of Exp.- Letter
Month after Exp.- Letter, 2 months after Exp.- eRenewal
- Do not make the eRenewal too lengthy or wordy. The shorter the better!
- Avoid using too many images (on smart phones it takes a while to load)
- Content Structure: Your first sentence should communicate what the email is, "eRenewal your Membership has expired!" or "Renew Online with 4 additional months!"
- Top, list the expiration date of their Membership, when the offer expires, what their benefits are.
- Middle portion, List Events: Give them an image or two with dates, times, title, and very brief description. This will show what is upcoming and piques their interest in keeping their Membership active.
- Embed links to your purchase site on your "attention grabber" lines, place up top, middle and end. 2-3 links should be sufficient. Do not give too many options.
- Give the option to phone-in the renewal with the offer/email with questions and provide address.



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Design: [Colors](#), [images](#), [fonts](#)!

- A “simple” approach is good. Too many colors and fonts will distract from the focus, use 2-3 colors tops.
- Avoid using multiple columns and boxes; keep the reader reading top to bottom.
- Images are good, but not in excess. Provide maybe 1-3 maximum. Remember images upload a lot slower on smart phones and are frequently blocked by the Member’s email provider (depending on their settings).
- Include Social Media links as logos near the end of your email.

Helpful Hints:

- Statistics and various email service companies formerly reported that Tuesdays and Thursdays were the higher opening dates for emails. It has now changed to Mondays and Fridays.
- Avoid using the words “free”, “deal”, “discount”, “bargain”, “best price” in subject line; you will be considered spam, and possibly blacklisted.
- Before sending, test-send to your own personal email or your colleagues’ personal email account (Yahoo, Gmail, Hotmail) It may look perfect on your end but once it’s sent, images, colors and text frequently change and arrive distorted.
- Our Info: The company we currently use for email is Patron Technology; we have a 6-month contract with them and will be moving to Blackbaud NetCommunity Spark, integrated with Raisers Edge.
Return On Investment: \$10 made/ \$1 Spent

Contact Information

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