**Membership Acquisition and Renewal Templates for Chapters**

**Created: March 19, 2021**

**Last Updated: August 23, 2022**

Includes:

1. Acquisition email 1 template
2. Acquisition email 2 template (short version)
3. Renewal email 1 template
4. Renewal email 2 template (short version)
5. **ACQUISITION email 1 template**

Timing guidance: Can be deployed at any time

Subject line: Join the community at the center of healthcare finance

<First Name>,

Healthcare can be described as a turbulent profession. Regulatory pressures are coming down while patient, more consumer-focused pressures, are on the rise. Knowing where to go for the resources and education to help you manage those challenges and prepare for tomorrow…it’s more complicated than a Google search. The good news? Your community is right around the corner.

The Healthcare Financial Management Association (HFMA) is a community of members who rely on the association’s 75+ years of expertise to set them up for success. And your local chapter here in <Location> connects you to a network of local colleagues leaning on one another for support.

[Joining HFMA](https://www.hfma.org/membership/overview.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_acquisition&utm_content=orgjoin&utm_group=mem) connects you with resources designed to help you thrive, including:

* HFMA Daily – an AI driven e-newsletter serving up daily news and more
* *hfm* magazine – in print, online, and via app, the flagship publication stuffed with practical and proven insights
* Unlimited online content – every article, every white paper, every piece of online research
* Education – online courses and webinars, all at no additional cost
* Professional Development – earn one or more professional certifications, all at no additional cost
* Discounts – to in-person and virtual events
* [And more](https://www.hfma.org/membership/summary-of-benefits.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_acquisition&utm_content=orgbenefits&utm_group=mem) including these local chapter happenings:
	+ X
	+ Y
	+ Z

 I invite you to [join HFMA](https://www.hfma.org/membership/overview.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_acquisition&utm_content=orgjoin&utm_group=mem) and look forward to welcoming you to your local chapter soon.

1. **ACQUISITION email 2 template (short version reminder/follow up to email 1 template)**

Timing guidance: Can be deployed at any time

Subject line: Join your local HFMA chapter

<First Name>,

When you join the Healthcare Financial Management Association (HFMA), you not only gain access to your local chapter here in <Location>, but a community of members who rely on HFMA to help them, and their organizations succeed.

Access your member benefits begin immediately when you [join](https://www.hfma.org/membership/overview.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_acquisition&utm_content=orgjoin&utm_group=mem). From online education, webinars, and certifications – all included at no additional cost – to leading research, regulatory updates – to AI-driven e-news and exclusive member discounts – all benefits are designed to help you succeed.

[Join](https://www.hfma.org/membership/overview.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_acquisition&utm_content=orgjoin&utm_group=mem) today and bookmark your chapter website <Link the word “website> to keep on top of local happenings.

1. **RENEWAL email 1 template**

Timing guidance: 45 days prior to expire to avoid overlap with existing email renewal efforts (please note that the association deploys emails at the following pre-expire days out: 90, 60, 30, 7)

Subject line: Stay connected – renew your membership

<First Name>,

Your HFMA membership expires soon! Please take a few minutes and [renew](https://api.hfma.org/renew/ezrenew-login.cfm?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_renewal&utm_content=orgrenewal&utm_group=mem) your membership today and get interrupted access to:

* HFMA Daily – an AI driven e-newsletter serving up daily news and more
* *hfm* magazine – in print, online, and via app, the flagship publication stuffed with practical and proven insights
* Unlimited online content – every article, every white paper, every piece of online research
* Education – online courses and webinars, all at no additional cost
* Professional Development – earn one or more professional certifications, all at no additional cost
* Discounts – to in-person and virtual events
* [And more](https://www.hfma.org/membership/summary-of-benefits.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_renewal&utm_content=orgbenefits&utm_group=mem) including these local chapter happenings:
	+ X
	+ Y
	+ Z

Stay connected to your local chapter and [renew](https://api.hfma.org/renew/ezrenew-login.cfm?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_renewal&utm_content=orgrenewal&utm_group=mem) your membership today. Thank you for being a member of HFMA.

1. **RENEWAL email 2 template (short version reminder/follow up to email 1 template)**

Timing guidance: 3 days prior to expire to avoid overlap with existing email renewal efforts (please note that the association deploys emails at the following pre-expire days out: 90, 60, 30, 7)

Subject line: Your membership expires soon

Your membership expires in just a few days. [Renew now](https://api.hfma.org/renew/ezrenew-login.cfm?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_renewal&utm_content=orgrenewal&utm_group=mem) and stay connected to your local chapter <Link the words “local chapter> and maintain access to [all your member benefits](https://www.hfma.org/membership/summary-of-benefits.html?utm_source=chapters&utm_medium=email&utm_term=&utm_campaign=mem_renewal&utm_content=orgbenefits&utm_group=mem).

Thank you for being a member of HFMA.