Thank you for downloading the Member Essentials Email and Social Media Messaging Package. This package provides you with the following:

1. **Suggested Communications Schedule.** Use this schedule as a template to set the pace for your League’s emails to Members.
2. **Template Emails.** This stream of email language will encourage your Members to create their profile and engage with specific parts of the Member Essentials portal. Feel free to modify this content as you see fit.
3. **Template Social Media Posts.** These social media posts can be modified to meet the needs of your League. Template social media posts reflect the cadence and language of the template emails and are intended for sharing internally through Facebook Groups or other means of Members-only communication.

Please note that if you, as the Member Essentials admin, are not part of the Communications Team for your League, be sure that your Communications Team is informed of this suggested schedule Email and Social Media Messaging Package.

If you have additional questions about these resources, please email Member Essentials Support at: MemberEssentials@ajli.org

***Suggested Communications Schedule:***

Once launched (Month 1, Week 1): Send Email #1, Share Social Media Post #1
Month 1, Week 3: Send Email #2; Share Internal Post #2
Month 2, Week 1: Send Email #3; Share Internal Post #3
Month 2, Week 3: Send Email #4; Share Internal Post #4
Month 3, Week 1: Send Email #5, #6, #7; Share Internal Post #5, #6, #7
Month 3, Week 3: Send Email #5, #6, #7; Share Internal Post #5, #6, #7
Month 4, Week 1: Send Email #5, #6, #7; Share Internal Post #5, #6, #7
Month 4, Week 3: Send Email #5, #6, #7; Share Internal Post #5, #6, #7

***Suggested Email and Social Media Language:***

**EMAIL #1: PURPOSE: Announce new member portal to all Members.**

**Subject Line:** Important Announcement: Our NEW Member Portal Is Now Live!

Dear Members,

**We are excited to announce that our League has a new member Portal!**

Our League has moved to a new online membership software platform, called Member Essentials! This platform is managed and supported by our parent organization, the Association of Junior Leagues International (AJLI) and is designed to help Leagues like ours manage our membership, placements and a variety of other League functions. This member portal is also **the central location** for information about what’s happening in our League. From here, you will be able to:

* Read the latest news and reminders
* Visit the Member directory to connect with other Members
* Check our calendar for upcoming events and meetings
* Sign up for shifts
* Access League documents

**Why are we using a new membership portal?**

There are several reasons why our League decided to make the switch, including:

1. **Lower cost for Leagues -** With a common platform, AJLI is able to provide lower cost to Leagues for startup and monthly hosting/support.
2. **Dedicated Support** - AJLI has a support team dedicated to Junior League administrators and members. That means your team gets not only the **technical support** you need, but quick access to organizational advice and support as well. Junior League best practices are built into the platform, so you won't need to figure out new processes every League year.
3. **Increased efficiency.** Our League is no longer tasked with finding the “best” solution and negotiating with 3rd party vendors. This option will allow our League to streamline its processes and communications and have a smoother turnover each year. This platform will also make it easier to update content and calls to action regularly.

**How do I get started using Member Essentials?**

**STEP 1:** The first step is to go to your invitation email sent by The Junior League and click on the link at the bottom of the email to get started on the member portal.

**STEP 2:** Next, watch [**this short video**](http://support.jl.org/support/solutions/articles/61000278975-video-member-portal) to learn more about the features of the portal.

**When should I begin?**

Our new portal is available now, so we encourage you to take action right away. We will send reminders and updates with new features for you to try, and regular engagement with the platform is a requirement as a volunteer with our Junior League.

We are thrilled to take advantage of all the opportunities the new member portal has to offer, and we look forward to engaging with you!

(Closing/Signature)

**Social Media Post #1:**

We are excited to announce that our League has a new member portal! This member portal is **the central location** for information about what’s happening in our League. The first step is to go to your invitation email sent by The Junior League and click on the link at the bottom of the email to get started on the member portal. We are thrilled to take advantage of all the opportunities the new member portal has to offer, and we look forward to engaging with you!

**EMAIL #2: PURPOSE: Encourage Members to complete their member profile**

**Subject Line:** Did you complete your profile yet?

Good morning/afternoon,

Our Members have been busy filling out their profiles on our new member portal - have you added your information yet? It’s simple!

1. 1. Go to [http://jl.org](http://jl.org/).
2. 2. Log in using your Member login credentials.
3. Complete your profile by updating your contact information and adding your photo.

Our goal is to have 100% of Members complete their profile by (add date), so please take the time to check this task off your list today! Don’t forget - engaging with our League’s member portal is a requirement as a Member of our organization!

(Closing/Signature)

**Social Media Post #2:** Did you fill out your profile yet? Our Members have been busy filling out their profiles on our new member portal - it’s simple! First, go to [http://jl.org](http://jl.org/) and log in using your Member login credentials. Then, complete your profile by listing your contact information and adding your photo. Our goal is to have 100% of Members complete their profile by (add date), so please take the time to check this task off your list today!

**EMAIL #3: PURPOSE: Encourage Members to access resources such as graphics and templates**

**Subject Line:** Easy Access to Valuable Resources

Dear Members,

Did you know? Our new member portal offers all League Members quick, easy access to valuable templates and resources! Whether you’re looking for a social media graphics package, a template for an annual report, or a sample email newsletter, everything you need is right at your fingertips.

We hope you’ll take a moment today to explore the resources available. Click here to discover what our member portal has to offer: [http://jl.org](http://jl.org/).

(Closing/Signature)

**Social Media Post #3:** Did you know that our new member portal offers all League Members quick, easy access to valuable templates and resources? Whether you’re looking for a social media graphics package, a template for an annual report, or a sample email newsletter, everything you need is right at your fingertips. Take a moment today to explore the resources available now through our portal: [http://jl.org](http://jl.org/)

**EMAIL #4: PURPOSE: Get Members to connect with other Members**

**Subject Line:** Keeping You Connected with Our New Member Portal

Dear Members,

Are you looking to build stronger relationships with other League Members? Our member portal is a very valuable social resource for you! Through the portal, you can learn more about our League’s structure, find contacts easily and even check out a photo feed of what’s going on in our League. It’s a great way to stay connected with other Members and share your League experiences.

Also, be sure to check out “Quick Links” for easy access to the most used content and the “My League” link at the top of the homepage for more of your League’s resources.

Log onto the member portal today to get caught up with what’s happening in our League and in our community. Visit [http://jl.org](http://jl.org/) and log in to get started now!

(Closing/Signature)

**Social Media Post #4:** Are you looking to build stronger relationships with other League Members? Our member portal is a very valuable social resource for you! Through the portal, you can learn more about our League’s structure, find contacts easily, and even check out a photo feed of what’s going on in our League. It’s a great way to stay connected with other Members and share your League experiences. Log onto the member portal today to get caught up with what’s happening in our League and in our community. Visit [http://jl.org](http://jl.org/) and log in to get started now!

**EMAIL #5: PURPOSE: Point Members to the League calendar**

**Subject Line:** Calendar Updated!

Dear Members,

Big news… we’ve just updated our League calendar and we can’t wait to share what’s coming up in the next few months! Log in to our member portal ([http://jl.org](http://jl.org/)) now and click the Calendar link at the top to find out more about upcoming League opportunities, meetings, events, and gatherings.

We hope to see you at an upcoming event or meeting soon!

(Closing/Signature)

**Social Media Post #5:** Big news… we’ve just updated our League calendar, and we can’t wait to share what’s coming up in the next few months! Log in to our member portal ([http://jl.org](http://jl.org/)) now to find out more about upcoming League opportunities, meetings, events, and gatherings. We hope to see you at an upcoming event or meeting soon!

**EMAIL #6: PURPOSE: Encourage Members to read meeting notes**

**Subject Line:** Access Meeting Minutes Through Our Website

Dear Members,

Are you looking to access notes or information from a recent GMM or Board of Directors meeting? You can do so right through the member portal! Log in today ([http://jl.org](http://jl.org/)) and click on the My League link to download minutes from GMMs and access minutes from BOD Meetings so you don’t miss a thing!

(Closing/Signature)

**Social Media Post #6:** Missed a meeting or need to get caught up? You can access notes or information from recent GMM or Board of Directors meetings right through the member portal! Log in today to download minutes from GMMs and access minutes from BOD Meetings under the My League link: [http://jl.org](http://jl.org/).

**EMAIL #7: PURPOSE: Encourage Members to add photos to the Photo Feed**

**Subject Line:** Add to our League’s Photo Feed today!

Dear Members,

A picture is worth a thousand words! Want to see what we've been up to or share your League experience with others? Check out the Photo Feed on our member portal to see the story come to life. Go to [http://jl.org](http://jl.org/) and scroll to the bottom of our homepage.

Watch this brief tutorial to learn how to submit your photo:

<http://support.jl.org/support/solutions/articles/61000275817-video-adding-to-photo-feed>

Thank you for being a part of our story!

(Closing/Signature)

**Social Media Post #7:** As a League Member, you are an essential part of our story. Share your favorite League experiences with others on our Photo Feed! Upload your photo now here ([http://jl.org](http://jl.org/)) or watch this brief tutorial to learn how to submit your photo today: <http://support.jl.org/support/solutions/articles/61000275817-video-adding-to-photo-feed>.