



## The *Dos* and *Don'ts* of Association Email Newsletters

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**A**n email newsletter from your association has the power to make or break the connection to your members. Curate and send something compelling, and you're sure to see near-immediate engagement. But send something lazy and uninteresting, and you'll instantly appear bothersome. Worst-case scenario? Your emails are sent straight to spam—and all the work you put in to gain that contact's information is suddenly and irrevocably lost.



Building an effective email marketing strategy isn't easy, which is why so many organizations fail at it. However, those who get it right see newsletter readers that consume **2x more content** than any other audience segment. That translates to stronger retention, greater awareness of your offerings, and higher member value.

Compiling contact information is essential for all organizations. If you're already collecting contact details on your website, don't let that data go to waste. Instead, use it to create an ongoing relationship with your members and other interested visitors.

So, how do successful associations do it?

There are a few key strategies to keep in mind when launching a newsletter campaign, and we've compiled them for you. Keep reading to learn the **dos and don'ts** of an association email newsletter.



## ✓ Do be consistent

Send your newsletters on a regular and reliable basis. Depending on your content, your members may expect updates and will want to know what's new with your organization. Set up an automated system to ensure each newsletter goes out on time, and prepare your materials in advance.

Your newsletter should be one of the core benefits of membership—not a once-in-a-while afterthought.

## ✗ Don't become a spammer

We've all pressed the "Unsubscribe" button, and one of the most common reasons is overwhelming email frequency. In a recent survey, 53% of people reported getting too many emails from companies.

Don't let that be you.

Send your newsletter regularly, but don't overdo it. Your goal is to show up in inboxes often enough to be seen and clicked—without wearing out your welcome. Start small, see how your audience responds, and adjust your frequency from there. Weekly, bi-weekly, or monthly are all great rhythms depending on your audience and the value you deliver.

## ✓ Do provide relevant information

Focus on sharing what your members actually care about. Quality trumps quantity. Becoming a trusted, relevant source is far more important than simply meeting a send deadline.

Ask yourself: What are your members interested in? What made them subscribe in the first place?

Include:

- Industry updates
- Upcoming events and webinars
- Career development tips
- Educational resources
- Professional support tools
- Thought leadership and trends

Cater to the needs and goals of your readers—don't just fill space.



## ✓ Do personalize your content

This is one of the most important “dos” in modern email strategy—and it’s what separates the best from the rest.

Personalization isn’t just using someone’s first name. It’s about delivering **relevant, tailored content** that reflects a subscriber’s role, interests, or behavior. Associations can take advantage of the rich data they already have—like professional interests, certification status, or past engagement—to make every email feel more relevant.

Why does this matter?

Personalized newsletters:

- Have higher open and click rates
- Improve member satisfaction
- Boost conversions and event attendance
- Reduce unsubscribes

Even small touches like dynamic content blocks, interest-specific sections, or recommended reads based on behavior can go a long way. The more your emails feel like they were made for the reader, the more likely they are to engage.

## ✗ Don’t spend hours manually curating content

We get it—finding the right mix of relevant, high-quality content can feel like a full-time job. But it doesn’t have to be.

If you’re still spending hours every week digging through articles, copying and pasting links, and trying to guess what your audience wants... it’s time to step back and streamline. Tools like **rasa.io** are built to take that burden off your plate.

By leveraging **automation and AI**, you can:

- Automatically pull in content your audience actually cares about
- Personalize each subscriber’s experience (without doing it manually)
- Free up your time to focus on strategy, engagement, and growth

Manual curation has its place—but it shouldn’t be your whole job. Let the technology do the heavy lifting so your newsletter gets better and your time gets freed up.

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## ✓ Do try to hook your readers in the first few seconds

You only have a few seconds to catch someone's attention. That makes your subject line critical. Today's digital overload means if a subscriber doesn't find value immediately, they'll move on—and probably delete.

Use:

- Numbers and stats
- Emojis (if on-brand)
- Questions or teasers
- Clear, benefit-driven language

Make the opening of your newsletter worth reading, and follow it with strong content that keeps them scrolling.

## ✓ Do be consistent with your design and layouts

Newsletters are a reflection of your association's brand. Design a few consistent templates that match your website's look and feel—then stick to them. Readers should recognize your email the second they open it and feel confident about the experience they're about to have.

## ✗ Don't be afraid to use CTAs

It's okay to include calls to action. In fact, you should!

Include a short, compelling CTA in every newsletter. Draw readers back to your website, invite them to register for an event, or point them to a new member benefit. Your newsletter doesn't need to sell—but it should **lead them somewhere**.

Examples:

- Subject: *"Join Us for a Member Growth Webinar"*
- CTA: *"Reserve Your Spot", "Explore the Report", "Nominate a Peer"*

Add a link, track performance, and use the data to improve.

## Final Thoughts

A great email newsletter isn't built overnight. But with a thoughtful strategy—including personalization, relevance, consistency, and a few strong CTAs—you can turn every send into a valuable touchpoint with your members. Think of it as a direct line to deliver value, reinforce your mission, and grow deeper relationships.

Start small. Start smart. And keep showing up in a way your members actually look forward to.

Want to learn more about publishing a great newsletter or [rasa.io](https://rasa.io)? Email Elizabeth at [elizabeth.crosby@rasa.io](mailto:elizabeth.crosby@rasa.io).



### *Meet Elizabeth*

**ELIZABETH CROSBY** is the Senior Manager of Partnerships at [rasa.io](https://rasa.io), where she's spent the past 8 years working at the intersection of AI, email, and the association world. An AAIIP-certified professional, Elizabeth plays a key role in both business development and customer success, helping associations harness the power of AI to deepen engagement and streamline communication.

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