



# GAMEDAY

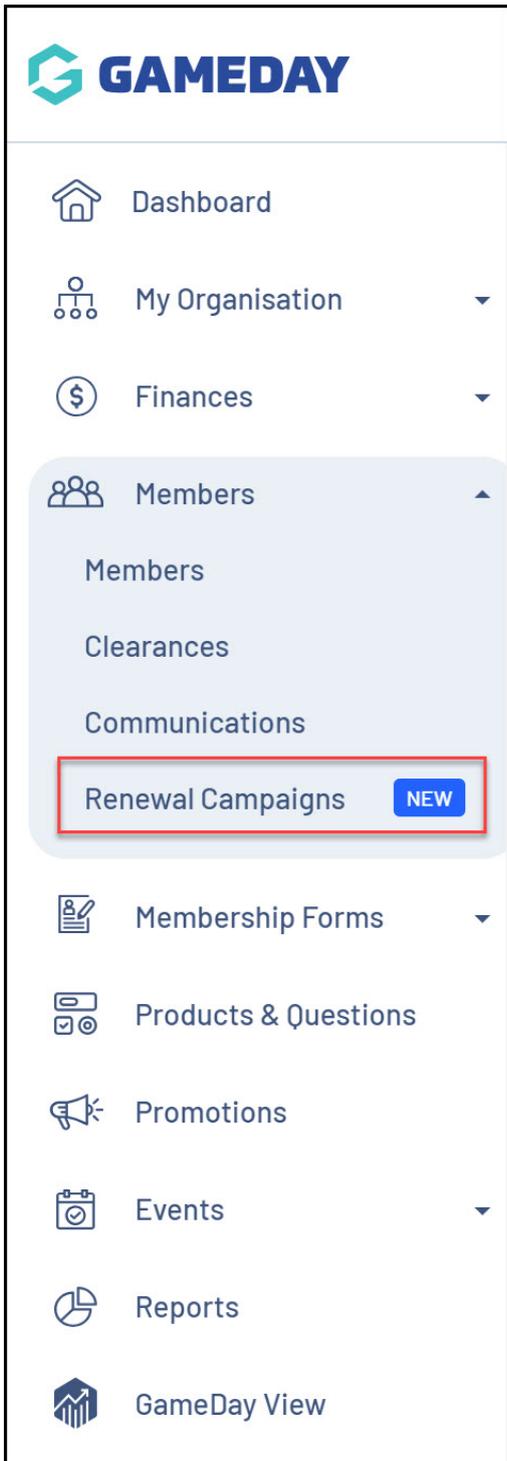
## How do I send Membership Renewal Reminders to members?

Last Modified on 15/01/2024 10:43 am AEDT

Through GameDay's **Renewal Campaigns** feature, you can create a series of email notifications and send them to members who are due - or overdue - to renew their membership with you.

You can set up a Renewal Campaign following the steps below:

1. Open the **Members** menu, then click **RENEWAL CAMPAIGNS**



2. Click the **CREATE MEMBERSHIP RENEWAL REMINDER** button.



3. Enter the campaign's **Details** page, including:

- A **Campaign Name**
- A **Linked Form**: Link a Membership Form that you want to send as part of the campaign.
- A **Previously Purchased Product**: Any members in your database who have purchased this product will be available as recipients of this campaign.

Click **CONTINUE**.

The screenshot shows a 'Details' page with the following elements:

- Progress indicators: 1 Details, 2 Schedule and Messaging, 3 Summary.
- Campaign Name: Athlete Registration Renewal 2023/24
- Linked Form: Athlete Registrations
- Select Previously Purchased Product(s):
 

Product Name	Price	Action(s)
Athlete Registration 2022/23	212.00	
- Footer: Cancel, Back, Continue (highlighted with a red box), and a help icon.

4. On the **Schedule & Messaging** page, you can compose multiple messages to be sent to applicable members:

- A certain period of time *before* the Product End Date
- A certain period of time *after* the Product End Date
- On a *specific date*

**Note:** The Product End Date can be found on any product following the steps below:

Go to **Products & Forms** > **Edit** the applicable Product > Find the **Product End Date** field.

For example, if we want to send one message a week *before* the Product Expiry Date, and another message one week *after* the Product Expiry Date, we can do by applying the settings below:

> **I would like to send this email** = Before Product Expiry Date

> **Day/Week** = 1 Week

> **Custom Message** = Add any additional information to the templated email that you want members to read.

Click the **ADD SCHEDULED MESSAGE** button

> **I would like to send this email** = After Product Expiry Date

> **Day/Week** = 1 Week

> **Custom Message** = Add any additional information to the templated email that you want members to read.

The screenshot displays the 'Schedule and Messaging' section of a software interface. At the top, there are three tabs: 'Details', 'Schedule and Messaging' (which is active), and 'Summary'. Below the tabs, the main area is titled 'Schedule and Messaging' and contains two message entries, numbered 1 and 2. Each entry has a trash icon to its left. Entry 1 is configured with the trigger 'I would like to send this email...' set to 'Before Product Expiry Date', a frequency of '1 Week', and a custom message that reads 'We look forward to seeing you for the upcoming season!'. Entry 2 is configured with the trigger 'I would like to send this email...' set to 'After Product Expiry Date', a frequency of '1 Week', and a custom message that reads 'Please note that your previous season membership is now expired. Renew now to participate in the upcoming season!'. Both custom message text areas include a rich text editor toolbar with options for bold, italic, link, list, quote, and undo. At the bottom of the interface, there is a teal button labeled 'Add Scheduled Message'.

You can also choose to send it to either - or both - of the **Member Email** and the **Account Email**, and you can see a **preview** of the templated email on the right-hand side of the page.

Once you are happy with your message schedule, click **CONTINUE**.

**Who are you sending this to?**

Send To Member Email

Send To Account Login Email

**Message Preview**

Subject \*

Renew your membership!

Hey <Member Name>,  
Based on your previous purchase of <Product Name>, you are receiving this notification to renew your membership.  
Please [click here](#) to renew your membership.  
<Custom Message>  
Kind Regards,  
<Organisation Name>

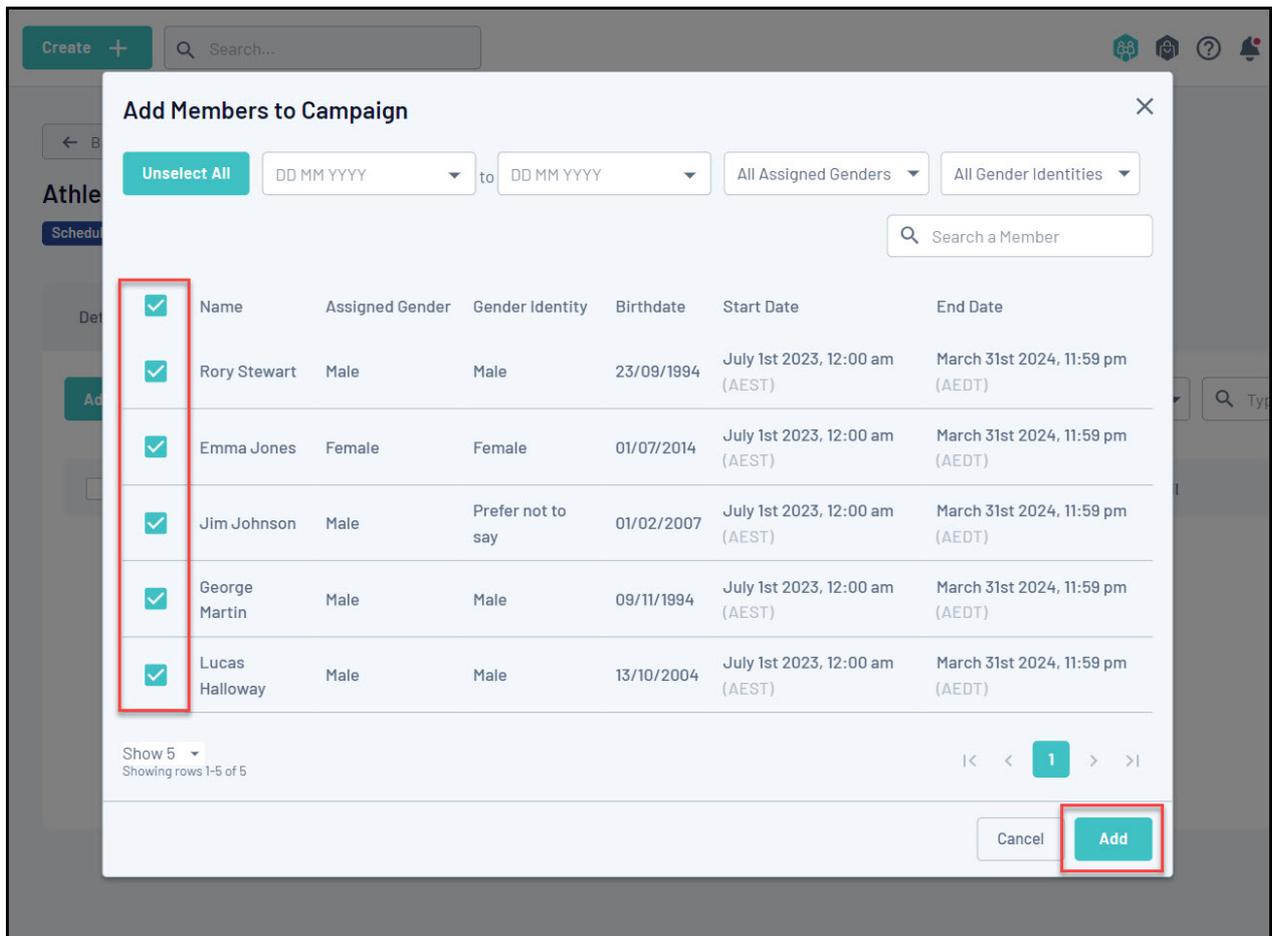
I confirm there is no marketing material in this email



5. On the **Summary** page, review your details and when you're ready, click CONFIRM AND SAVE.

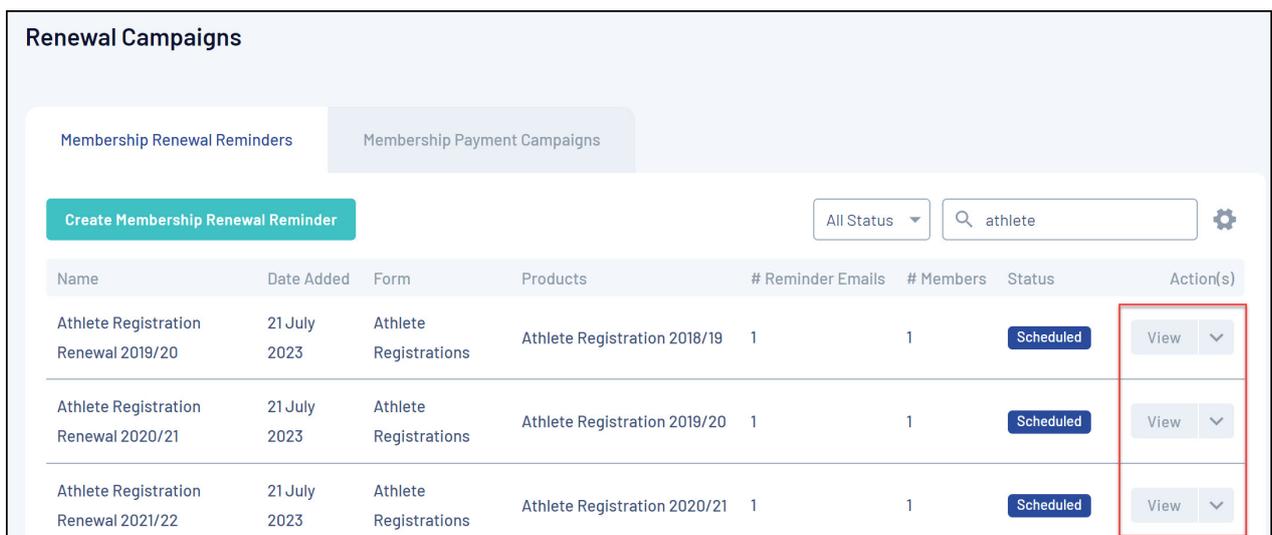
6. Next, you can assign Members to the campaign to determine which members will receive the campaign emails.

To assign members to the campaign, tick the box beside their name in the pop-up that appears after saving the campaign, then click **ADD**.



Your campaign is now ready! GameDay will automatically send the renewal emails at the time you specified in the **Schedule & Messaging** page to the members you added in the **Members** tab.

If you need to change any of these settings, you can click **View** on the Renewal Campaigns List and use the applicable tabs to update the campaign's details.



## Athlete Registration Renewal 2023/24

Scheduled

Details Schedule & Messaging **Members**

Add Members

DD MM YYYY

to DD MM YYYY

All Assigned Genders

All Gender Identities

Type to Search



<input type="checkbox"/>	Name	Assigned Gender	Gender Identity	Birthdate	Member Email	Account Login Email	Status	Action(s)
<input type="checkbox"/>	Lucas Halloway	Male	Male	13/10/2004	rory.stewart@mygameday.app	r.stewart@sportstg.com	Active	View
<input type="checkbox"/>	Emma Jones	Female	Female	01/07/2014	rory.stewart@mygameday.app	r.stewart@sportstg.com	Active	View
<input type="checkbox"/>	George Martin	Male	Male	09/11/1994	rory.stewart@mygameday.app		Active	View
<input type="checkbox"/>	Jim Johnson	Male	Prefer not to say	01/02/2007	rory.stewart@mygameday.app		Active	View

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