

Onboarding campaign – Welcome & Wow

Email #1 Member Access Email

Subject line: Your Volunteer Alberta login is ready!

Second line: Thank you for becoming a VA Member.

Hi ~Contact.FirstName~,

Thank you for becoming a Volunteer Alberta Member and for joining our network in 2020!

Did you know Volunteer Alberta’s website has an online area with exclusive videos and resources just for Members? This includes our newly launched Social Innovation Toolkit.

You can explore these exclusive resources by using your login details below!

Your login details

Your unique login details are below. Please do not share your login information with anyone outside your organization.

Email: ~Contact.Email~

Password: ~Contact.Password~

MEMBER AREA LOG-IN

Question? We’re here to help. [Contact us!](#)

We hope you enjoy these resources and more. Stay tuned for more information about your Member Benefits.

Sincerely,

The team at Volunteer Alberta

Email #2 OASSIS benefits

Subject line: Member benefit: Get employee benefits

Second line: Celebrating 30 years of doing good, together.

Hi ~Contact.FirstName~,

As partners with [OASSIS](#), we offer access to OASSIS Employee Benefit plans to our members – saving Members, like you, time and money.

Whether your nonprofit has one or 1,000+ paid employees, OASSIS has a plan that is right for you. OASSIS offers:

- Comprehensive employee benefit plans.
- Packaged plans.
- Made to measure plans.
- Custom plans.

OASSIS will also do their best to match your existing coverage. With benefit plans like these, OASSIS provides you with a lot of choices.

[\[GET STARTED WITH OASSIS TODAY BUTTON\]](#)

Question? Contact Brent Voisey at OASSIS, 1-888-233-5580 x302 or brent@oassisplan.com.

Sincerely,

The team at Volunteer Alberta

Email #3 Facebook Group

Subject line: Member benefit: Connect with our network

Second line: Celebrating 30 years of doing good, together.

Hi ~Contact.FirstName~,

In 2019, we launched a Facebook group for Members only. Throughout the year, we provided sector updates and feedback opportunities. Other nonprofit organizations also reached out to ask questions and get resources.

The Members Facebook Group is a great example of how you can connect with not only us at Volunteer Alberta, but also with other nonprofits across Alberta.

Let's collaborate: Join today!

1. Click the 'Join Facebook group' button below.
2. Log in to your Facebook account or create a Facebook account.
3. Once you are logged in and on the group webpage, click the 'Join group' button.
4. Welcome to the group! Feel free to browse the page, the group rules, or even create a post!

[\[JOIN FACEBOOK GROUP BUTTON\]](#)

Need help? [Contact us!](#)

We hope you enjoy using this platform to connect with other Members across Alberta!

Sincerely,

The team at Volunteer Alberta

Email #4 Ajah Fundtracker

Subject line: Member benefit: Find new funding with Ajah

Second line: Celebrating 30 years of doing good, together.

Hi ~Contact.FirstName~,

We know that one of the biggest challenges of being a nonprofit or charity is finding new funding opportunities.

This is why we've partnered with [Ajah Fundtracker Pro](#), a comprehensive listing of foundations, corporations and government granting programs who fund nonprofits in Canada, to help our Members find new funding opportunities.

Members can try the database for free in our office by booking an appointment and/or receive 10% off their annual subscription!

[\[BOOK APPOINTMENT\]](#)

[\[CONTACT AJAH TO LEARN MORE\]](#)

We hope this offering helps your organization to diversify your funds!

Sincerely,

The team at Volunteer Alberta

Email #5 Learning discounts

Subject line: Member benefit: Get discounts on webinars and learning offerings

Second line: Celebrating 30 years of doing good, together.

Hi ~Contact.FirstName~,

Did you know that Members receive discounts on Volunteer Alberta learning offerings such as [webinars, speaker requests and workshops](#)?

Check out your discounts!

[INSERT PHOTO OF CHART]

Question? We're here to help. [Contact us!](#)

Sincerely,

The team at Volunteer Alberta

Email #6: For Connected and Network Leaders

Subject line: Member benefit: Promote your organization

Second line: Celebrating 30 years of doing good, together.

Hi ~Contact.FirstName~,

Did you know that Connected Leader and Network Leader Members like you can promote their organizations in our newsletters and social media channels?

You can request the Marketing & Communications team at Volunteer Alberta to:

- Promote your learning opportunities.
- Share your blogs.
- Feature your organization as our next [Member Spotlight!](#)

One of the benefits of promoting your organization with Volunteer Alberta is our broad social media following on [Twitter](#) and [Facebook](#), so you can cast a wider net!

Feel free to reach out to the [Marketing & Communications team](#) at any time to discuss your promotion ideas!

Sincerely,

The team at Volunteer Alberta

Email #7: For Network Leaders

Subject line: Network Leader: AVCN benefits

Second line: Celebrating 30 years of doing good, together.

Hi ~Contact.FirstName~,

As a Network Leader, you get access to these awesome benefits:

- **\$400 AVCN Travel Bursary:** That's a \$400 return from your \$500 Membership investment!
- **AVCN Consultation Support (1.5 hours quarterly):**

But, these aren't the only benefits you can access! Learn more about your [Features and Benefits](#).

Question? We're here to help. [Contact us!](#)

Sincerely,

The team at Volunteer Alberta

