

Targeted emails for engaged and unengaged members of the American Institute of Aeronautics and Astronautics. Objective: boost awareness of specific membership benefits, relevant to each audience segment, in order to increase member engagement and retention.

## PROFESSIONALS ENGAGED MEMBERS EMAIL

### SUBJECT LINE TEXT:

Let's launch your best year of membership yet  
Checking in — did you see these AIAA member benefits?

### PREHEADER TEXT:

Aerospace professionals ❤️ these two benefits.  
Get the most value out of your membership.

### HEADLINE:

[Quote TBD]

### COPY:

Hi {First\_Name},  
As an aerospace professional, the work you do enables exploration of frontiers beyond Earth. I'm here to enable your exploration of a different frontier: the vast universe of resources available to you as an AIAA member. I know you're already taking advantage of your benefits, but I wanted to make sure you're aware of everything your membership can help you accomplish. Here are a couple highlights:

**Strengthen your community connections.** The 57 AIAA [local sections](#) offer plenty of opportunities to catch up with colleagues and meet other professionals, as well as educators, students, and enthusiasts. Activities vary by section, but include everything from baseball game outings to rocketry summits to networking dinners.

**Stay up to date (the easier way).** Finding time to keep on top of the latest developments and news can be difficult for professionals at your career level. The [Daily Launch](#) puts the information you need right in your inbox, and the online and print magazine, [Aerospace America](#), gives you an in-depth look at what's happening in the industry.

Commented [SW1]: The SL and preheader options are structured so that SL 1 goes with preheader 1, etc. Not mix-and-match.

Whether you want to expand your expertise or your professional network, your AIAA benefits can help you achieve your objectives (without taking too much time away from your work). I hope you enjoyed your first year of membership, and get even more value out of year two! Thank you for being part of AIAA.

Best,  
[signature line]

#### INTERNATIONAL PROFESSIONALS ENGAGED MEMBERS EMAIL

##### SUBJECT LINE TEXT:

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Checking in — did you see these AIAA member benefits?

##### PREHEADER TEXT:

Aerospace professionals ❤️ these two benefits.  
Get the most value out of your membership.

##### HEADLINE:

[Quote TBD]

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As an aerospace professional, the work you do enables exploration of frontiers beyond Earth. I'm here to enable your exploration of a different frontier: the vast universe of resources available to you as an AIAA member. I know you're already taking advantage of your benefits, but I wanted to make sure you're aware of everything your membership can help you accomplish. Here are a couple highlights:

**Connect with a global community.** [AIAA Engage](#) brings you together with your colleagues and other aerospace professionals through a convenient online platform. You're already part of the Open Forum group and your local region (we set that up automatically for our members), and you can join other groups that align with your specific interests. AIAA Engage also features job listings if you're looking for the next step in your career, as well as mentorship opportunities that empower you to help shape tomorrow's workforce.

Commented [SW2]: The SL and preheader options are structured so that SL 1 goes with preheader 1, etc. Not mix-and-match.

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Best,

[signature line]

[AIAA Engage](#)

#### **STUDENT ENGAGED MEMBERS EMAIL**

##### *SUBJECT LINE TEXT:*

🌐 Out. Of. This. World.  
2 member benefits students LOVE

##### *PREHEADER TEXT:*

2 member benefits you have to see to believe.  
They're already yours. Put them to use.

##### *HEADLINE:*

**[Quote TBD]**

##### *COPY:*

Hi {First\_Name},

I know our student members are often pressed for time — juggling the demands of school and life, while trying to get their careers off the ground. That's why I wanted to check in and make sure you were aware of everything your AIAA student membership can help you accomplish. Here are a couple highlights:

**Build your network.** The 57 AIAA [local sections](#) offer plenty of opportunities to meet people who can help you launch your next phase, including industry professionals and educators. Getting involved also brings you together with other students — and there are plenty of fun activities to join in on, from baseball game outings to hackathons.

**Dial up the thrust level on your career.** Find your way forward with access to a professional career timeline that breaks your career journey into six phases, get tips to improve your resume (regardless of your experience level), find job opportunities, and more — all through the online [Career Center](#).

Thank you for being part of AIAA. Students like you define the future of aerospace, and I can't wait to see what you'll achieve. I hope you enjoyed your first year of membership and get even more value out of year two!

Best,  
[signature line]

#### **YOUNG PROFESSIONALS ENGAGED MEMBERS EMAIL**

*SUBJECT LINE TEXT:*

🚀 Dial up the thrust level on your career  
Checking in — have you seen these AIAA benefits?

*PREHEADER TEXT:*

2 member benefits young professionals ❤️.  
Get the most value out of your membership.

*HEADLINE:*

[Quote TBD]

*COPY:*

Hi {First\_Name},

As an aerospace professional, the work you do enables exploration of frontiers beyond Earth. I'm here to enable your exploration of a different frontier: the vast universe of AIAA member benefits

designed to help you advance in your field. Here are a couple ways you can leverage the resources already available to you:

**Meet the right people.** Did you know your membership includes two ways to connect with the aerospace community? The 57 AIAA [local sections](#) bring you together with professionals in your area, and [AIAA Engage](#) is your online hub for conversations with a global network — as well as people near you. You never know when a discussion will turn into the perfect job opportunity, so don't be shy!

**Dial up the thrust level on your career.** Whether you're looking for tips to help you craft a resume that sings your praises or you're ready for a new role, the [Career Center](#) has what you need.

I hope that these, and all of your membership benefits, help you build the career of your dreams. Thank you for being part of AIAA.

Best,  
[signature line]

#### **PROFESSIONALS UNENGAGED MEMBERS EMAIL**

##### *SUBJECT LINE TEXT:*

2 AIAA benefits you'll want to use today  
Checking in — are you putting your AIAA benefits to work?

##### *PREHEADER TEXT:*

They're made for aerospace professionals like you.  
Your membership can help you achieve your goals. Here's how.

##### *HEADLINE:*

**[Quote TBD]**

##### *COPY:*

Hi {First\_Name},  
As an aerospace professional, the work you do enables exploration of frontiers beyond Earth. I'm here to enable your exploration of a different frontier: the vast universe of resources available to

you as an AIAA member. I noticed you haven't been taking advantage of your benefits, and I wanted to make sure you're aware of what they can help you accomplish. Here are a couple highlights:

**Strengthen your community connections.** The 57 AIAA [local sections](#) offer plenty of opportunities to catch up with colleagues and meet other professionals, as well as educators, students, and enthusiasts. Find your local section to see which activities are on the calendar — you just might find the perfect early-career candidate for that position you've been trying to fill, or your next go-to brainstorming partner.

**Stay up to date (the easier way).** Finding time to keep on top of the latest developments and news can be difficult for professionals at your career level. The [Daily Launch](#) puts the information you need right in your inbox, and the online and print magazine, [Aerospace America](#), gives you an in-depth look at what's happening in the industry.

Whether you want to expand your expertise or your professional network, your AIAA benefits can help you achieve your objectives (without taking too much time away from your work). I encourage you to check them out, and get the most value out of your membership. Thank you for being part of AIAA.

Best,  
[signature line]

#### **INTERNATIONAL PROFESSIONALS UNENGAGED MEMBERS EMAIL**

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Checking in — are you putting your AIAA benefits to work?

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Your membership can help you achieve your goals. Here's how.

##### *HEADLINE:*

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Whether you want to expand your expertise or your professional network, your AIAA benefits can help you achieve your objectives (without taking too much time away from your work). I encourage you to check them out, and get the most value out of your membership. Thank you for being part of AIAA.

Best,

[signature line]

#### **STUDENTS UNENGAGED MEMBERS EMAIL**

*SUBJECT LINE TEXT:*

👉 Don't leave your benefits hanging ...

Use 'em if you got 'em

*PREHEADER TEXT:*

2 easy ways to use your AIAA student membership.

Put your AIAA benefits to work for you.

HEADLINE:

[Quote TBD]

COPY:

Hi {First\_Name},

I know, as a student, you're juggling the demands of school and life outside of school, while trying to get your career off the ground. So, you probably haven't had time to see what your AIAA student membership can do for you. That's totally understandable — but I don't want you to miss out. Here are a couple highlights:

**Build your network.** The 57 AIAA [local sections](#) offer plenty of opportunities to meet people who can help you launch your next phase, including industry professionals and educators. Getting involved also brings you together with other students — and there are plenty of fun activities to join in on, from baseball game outings to hackathons.

**Dial up the thrust level on your career.** Find your way forward with access to a professional career timeline that breaks your career journey into six phases, get tips to improve your resume (regardless of your experience level), find job opportunities, and more — all through our online [Career Center](#).


Thank you for being part of AIAA. Students like you define the future of aerospace, and I can't wait to see what you'll achieve.

Best,

[signature line]

**YOUNG PROFESSIONALS UNENGAGED MEMBERS EMAIL**

SUBJECT LINE TEXT:

 ICYMI: You have career-boosting benefits

Ready for the next step in your career? Read this.

PREHEADER TEXT:



2 easy ways to put your AIAA membership to work.  
Your AIAA benefits can help you launch your future.

HEADLINE:

[Quote TBD]

COPY:

Hi {First\_Name},

As an aerospace professional, the work you do enables exploration of frontiers beyond Earth. I'm here to enable your exploration of a different frontier: the vast universe of AIAA member benefits designed to help you advance in your field. I noticed you haven't fully tapped into the career-boosting resources available to you, so here are some highlights:

**Meet the right people.** Did you know your membership includes two ways to connect with the aerospace community? The 57 AIAA [local sections](#) bring you together with professionals in your area, and [AIAA Engage](#) is your online hub for conversations with a global network — as well as people near you. You never know when a discussion will turn into the perfect job opportunity, so don't be shy!

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I hope you will take advantage of your membership benefits, and that they help you build the career of your dreams. Thank you for being part of AIAA.

Best,

[signature line]