



# Boost Member Check-Ins Using Promotional Campaign Templates

5 Ready-To-Use Email and Text Scripts

ClubOS

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# Re-Engaging Inactive Members

You probably won't be surprised to hear that as many as [5.1 million people](#) in the United States pay for gym memberships they don't use. Unengaged members are like a time bomb, slowly ticking closer to canceling and weakening your monthly revenue stream. It's critical you re-engage inactive members and entice them to visit your fitness center. This is especially important during seasonal downturns when club attendance naturally dips. How do you meet this challenge head on? One way is with strong promotional campaigns that find their audience and motivate club visits.

The first hurdle is reaching your inactive members. The best strategy is to leverage the efficiency of both email and text message marketing.



**Email Marketing:** Email campaigns remain universally applicable thanks to over [3.9 billion email users](#) worldwide, and with an impressive [\\$32 ROI](#) for every dollar spent, you can feel confident you're getting your money's worth for your efforts.



**Text Message Marketing:** Text messaging is fast, easy, and effective. We recommend starting a campaign with an email because you can include more vital information about the promo. However, text messaging is the perfect follow-up thanks to its incredible [98% open rate](#) that guarantees your promo will find its audience.

The second hurdle is effectively motivating your inactive members to revisit your fitness center. This e-book explores five promotional ideas designed to draw your inactive members back into the club. Each promotional idea features a ready-to-use email marketing and text marketing template script!

# Campaign 1: Check-In Raffle

Sometimes you have to take a cue from your local fundraiser and hold a good old-fashioned raffle. Create a range of raffle prizes from free nutritional products, workout gear, VIP guest passes, class packs, and something really exciting like three months of membership dues waived for one grand prize winner. How does one join the raffle? Simple. Check in to the club during the participation dates. The more check-ins they accumulate, the more chances they have of winning.



## Email Script

### Pay Zero Dues For Three Months Of Membership



Fitness Foundation  
to me

Hi {{recipient-first}},

You read that right. We're giving away three free months of membership to {{location-name}}. We understand summer is a busy time of the year and hitting the gym isn't always the priority. Now that summer's coming to a close, we want you to come and see us! Check-in to the club at least once between **(enter participation dates)**, you'll automatically be entered into our end-of-summer raffle. We're raffling off awesome prizes like a free 10-pack of group classes, two VIP guest passes, our newest workout gear, and for one current member, we're waiving three months of membership dues! Come see us before **(enter last date of special)** and find out if you won on **(announcement date)**.

## Follow-Up Text Script

{{recipient-first}}, don't forget you can win 3 months of free membership just by visiting {{location-name}} by (enter final participation date). Come see us!

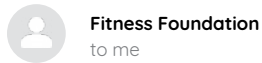
## Campaign 2: Group Class Free Week

Want to attract inactive members back into your fitness center? Want to boost overall attendance for your group classes? Knock both out with one stone by hosting a free week. For one week, schedule special preview classes of each of your group classes. Leverage the excitement by crafting a promotional campaign to advertise your free week directly to inactive members. The limited time frame of a free week creates scarcity, a powerful psychological motivator. To avoid missing the scarce resource of free classes, inactive members will be compelled to visit your club before they miss their chance.



### Email Script

Preview our entire group class lineup. Completely free.



Hello {{recipient-first}}

We're excited to announce we're hosting our very first free week at {{location-name}}. What's a free week? Exactly what it sounds like! We're so proud of our group class lineup, we want you to preview all our awesome classes for free. We've scheduled special preview classes through the week of **(enter participation dates)**. Our free week schedule is below. Respond to this email to reserve your spots now or give us a call at {{location-phone}}.

**(enter free week class schedule)**

### Follow-Up Text Script

{{recipient-first}}, we're hosting free group classes during the week of **(enter participation dates)**. Text **FREE** to receive the complete schedule!

## Campaign 3: Member Competitions

By and large, people love a little friendly competition. It drives us to work harder and keeps us going when we're ready to stop. Drive inactive members back to your club with a special competition month. Offer awesome prizes for members who come out on top in a variety of categories. Category types could include most club check-ins, most personal training sessions completed, most classes attended, or most referrals within the month. You can motivate even more check-ins by setting a baseline prize, like earning a new club water bottle by checking into the club eight times in the month.



### Email Script

Ready. Set. Compete! (For 1-month free membership)



**Fitness Foundation**  
to me

Hey {{recipient-first}},

Competition month is coming to {{location-name}}! You can go head-to-head against your fellow members to see if you can claim the top spot in one of our four competitions: Most Check-Ins, Most PT Sessions, Most Class Attendance, and Most Referrals. Complete as many of these activities as you can between **(enter participation dates)** to be eligible. The winner of each category will have a month of their membership dues waived and receive two free guest passes!

### Follow-Up Text Script

{{recipient-first}}, we're launching competition month from **(enter participation dates)** at {{location-name}}. Text COMP to learn what you can win!

## Campaign 4: Promote Club Improvements

An effective strategy to motivate inactive members to visit your fitness center is building a promotional campaign around the latest updates to your facilities. Have you recently invested in new equipment? Refreshed your free weights? Added a new group class studio? Renovated your locker rooms? Tap into your members' fear of missing out by building a campaign around it, and don't forget to hire a photographer -- or a staffer with a good camera -- to take a few promotional photos for the email.



### Email Script

\*Note: This template script features a specific new addition to a club as an example. It may not be applicable to all clubs. Please update the template as needed.

What's new at {{location-name}}?



**Fitness Foundation**  
to me

Hello {{recipient-first}},

Here at {{location-name}}, we strive to improve our facilities to deliver the best member experience possible. As part of that mission, we're excited to announce our brand new stationary bike cinema room! Who doesn't want to workout AND watch movies? Come break a sweat on one of eighteen new stationary bikes while watching hit movies on a hundred inch cinema screen!

**(Add photos of the new addition)**

We're getting rave reviews from members who have experienced the screening room, so don't miss out. We're screening films all day long, and there's a stationary bike waiting for you. See you at the movies!

### Follow-Up Text Script

**{{recipient-first}}, we're making {{location-name}} even better with a brand new stationary bike screening room. Catch a workout and film this week!**

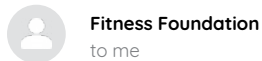
## Campaign 5: Friends & Family Month

Working out with a friend makes a big difference. Gym buddies can influence their partners to workout longer, harder, and more frequently. A study in the scientific journal [Nature Communications](#) described exercise as “socially contagious” because of the notable impact peers can make on exercise habits. Tap into the social side of exercise to win back inactive members by dedicating an entire month to guests. During the selected month, allow members to bring one friend or family member as a guest to your fitness center every day. Whereas guest passes can sit in a member’s account unused for months on end, the limited time frame of a friends and family month motivates members to visit the club now, not later. Best of all, this is an awesome way to identify new referrals without specifically asking your members to recommend new prospects.



### Email Script

We’re dedicating an entire month to your friends and family!



Hello {{recipient-first}},

Do you have a list of gym buddies ready to go? We hope so, because **(enter selected month)** is friends and family month here at {{location-name}}. You can bring one free guest to the club with you every day, all month long. Working out is better with friends, so start inviting your guests now. Best of all, if you have a friend who joins during friends and family month, we’ll waive their signup fees. We can’t wait to see you and your friends at the club!

### Follow-Up Text Script

Message bubble content: {{recipient-first}}, throughout **(enter selected month)** you can bring one free guest every day, and we’ll waive the signup fees for guests who join!





**BOOK A FREE DEMO**



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