**Encourage Renewal Email Template**

Dear Dr. <Last Name>:

I’m sorry to see you haven’t renewed your <Society> (<society acronym>) membership! Be sure you don’t miss out on the many benefits offered by <society acronym>, the Pennsylvania Dental Association (PDA) and the American Dental Association by renewing your membership today.

**Top 5 Reasons to renew your <society acronym> membership:**

**1.** Your subscription to <local publication>, the newsletter that keeps you up-to-date on important dental news in <county> county.

**2.** Specialized professional education opportunities on the issues affecting you and your practice – all offered to members at little or no cost. Check out these upcoming programs you won’t want to miss:

<Bulleted list of upcoming CE programs>

**3.** Camaraderie with your local colleagues. Don’t forget about our upcoming <social event name> on <date/time> at <location>.

**4.** Giving back to your community. <Society acronym> participates in the <detail charitable work within community>.

**5.** A voice in shaping policies and regulations. Together with PDA and ADA, <society acronym> volunteers have been working on your behalf to influence legislation that affect both your practice and your patients. Together, we provide a united voice to protect the profession.

I hope you’ll consider renewing your membership with <society acronym>. To renew, please contact PDA’s Central Office at (800) 223-0016 or sign in to [www.padental.org](http://www.padental.org) and click Renew.

I look forward to continuing to provide you with many tangible membership benefits at the local level and I hope to see you at an upcoming program. Thank you for your continued support.

Best regards,

<full name>, <degree>

<your volunteer role>, <Society>