

# Member Communication Plan

**Note:** The date ranges below are suggestions. You know your members best — adjust send timelines as needed.

## Email 1: Pre-Transition Announcement

**Timing:** 3–6 months before go-live

Send this email to alert members that a new system is coming and to confirm email addresses are current.

**Sample copy:**

Exciting news! We have a new software system! We switched to Muse to provide better service and to ensure you receive all of your benefits. The new system will allow for easier account access. More information about logging in is coming soon!

**Purpose:** Alert members to the upcoming change and confirm correct email addresses are on file.

## Email 2: Login Instructions

**Timing:** 1 month before go-live

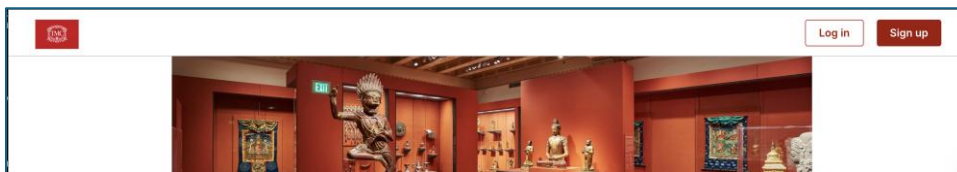
This email walks members through how to access their account in the new system.

**Sample copy:**

We are one month away from moving to a new member experience! Here are details on how to log in to access all of your benefits and account information:

**Login instructions to include:**

- Log in at the top of the page.



- Log in at the bottom of any ticketed item you select.

|                                                                          |          |   |   |   |
|--------------------------------------------------------------------------|----------|---|---|---|
| <b>Adult</b><br>Adult Admission                                          | \$75.00  | — | 0 | + |
| <b>Senior (65+)</b><br>Senior (65+)                                      | \$65.00  | — | 0 | + |
| <b>Silver Sponsor</b><br>Provides access for 6 to our Fundraising Events | \$750.00 | — | 0 | + |

Already a member? Log in to see member pricing.

[Log in](#)

Tickets total \$0.00

[Add to Cart](#)

- Log in with the email you used to purchase your membership. An email will be sent the day of our full transition with your email and member ID.



### Visitor log in

Email

Password

☐ Remember me [Forgot password?](#)

[Log in](#)

Don't have an account? [Sign up](#)

- Once logged in, click on your initials in the upper right corner and click **My Account** to manage your account.



 My account

 Log out

- In **Profile**, you can add a photo or update your name.

### Account settings

Manage your account settings and preferences below

**Profile**

Update your information below



First name

Last name

[Save changes](#)

- Profile**
- Login & Security
- Purchases & Payments
- Membership
- Programs

- **Login & Security** allows you to update other account details.

Profile

**Login & Security**

Purchases & Payments

Membership

Programs

**Login & Security**

Manage your login credentials and account security

Email

amanda.fraser@musesoftware.ai

Password

\*\*\*\*\*

Phone number

No phone added

Mailing Address

No address added

- **Purchases & Payments** shows all transaction history and recurring payments/donations.

Profile

Login & Security

**Purchases & Payments**

Membership

Programs

**Transactions**

View all your transactions

| Timestamp         | Total amount | Summary of items                                                         | Payment Type |
|-------------------|--------------|--------------------------------------------------------------------------|--------------|
| 03/05/26 01:04 pm | \$100.00     | 1 Self-Serve Inquiry                                                     | Card         |
| 03/04/26 07:39 am | \$282.78     | 1 Donation, 1 Individual, 1, 10 Adult tickets, 1 Child (Under 13) ticket | Card         |
| 03/03/26 01:10 pm | \$90.10      | 2 Adult tickets, 2 Child (Under 13) tickets                              | Cash         |
| 02/12/26 07:11 am | \$15.90      | 1 Adult ticket                                                           | Card         |
| 02/04/26 01:30 pm | \$127.92     | 1 Donation, 1 Individual, 1, 1                                           | Card         |

**Recurring Payments**

View all your recurring payments

| Description            | Amount   | Frequency | Actions                |
|------------------------|----------|-----------|------------------------|
| Membership: Individual | \$100.00 | Yearly    | <a href="#">Manage</a> |

- **Membership** shows benefits for your membership level. Use **Manage Membership** to renew or enable auto-renewal.

Profile

Login & Security

Purchases & Payments

**Membership**

Programs

**Membership**

Manage your membership

**Individual**

Active

Auto-renews on 3/03/27

☒ Auto-renew my membership

**Benefits:**

- 10% discount on food and beverage
- 10% discount on gift shop purchases
- 5 one-time use guest passes; members must accompany guests
- Unlimited Access to the Museum
- Access to Member's Only Events
- 10% Off in the Gift Shop and Cafe

**Guest Access:**

- 5 Total allowed guests
- 0 Guest passes used
- 5 Guest passes remaining

[Manage Membership](#)

- **Digital Membership Card** allows you to add a card to your Apple or Google Wallet.

**Digital Membership Card**

Add membership card to your Apple/Google Wallet

[Add membership card](#)

- **Members** shows everyone on your membership. You can add and update members as your level allows.

The screenshot shows two versions of the 'Members' interface. The top version is a list view with columns: Name, Type, Demo, and Date of Birth. It shows a member named Amanda Fraser with Type 'Primary', Demo 'Adult', and Date of Birth '01/20/1989'. The bottom version is a detailed view showing the same member's information in a more structured layout, including a 'Date of Birth / Demographic' section.

**Purpose:** Give members step-by-step login instructions before the system goes live.

## Day of Go-Live: Migrated Membership Details Email

**Sent by:** Muse team, on the arranged date and time.

**Editable:** Yes — this email is fully editable in Muse before sending.

This automated email delivers each member their digital membership card and account details on transition day.

**Default email template:**

```
Dear [MEMBER_FIRST],

Thank you for your membership with [MUSEUM]! Here are your membership
details:

Membership Level: [LEVEL]
Member ID: [ID]
Membership Valid Through: [EXPIRATION]

[BARCODE]

We look forward to seeing you at the museum soon,
```

**Purpose:** Provide each migrated member with their digital membership card and account details on launch day.