

PINE SHADOW LAKE ASSOCIATION · SPRING RENEWAL CAMPAIGN

Dues Reminder Emails

What your members receive · Each reminder is approved by the board before it is sent · Sample, fictional association

How the campaign runs

Apr 15 · Reminder 1	Apr 22 · Board list	May 6 · Reminder 2	May 13 · Board list	May 27 · Final reminder
Friendly renewal notice to every household on the list	Paid / unpaid list after round 1	Only to households that haven't paid	Paid / unpaid list after round 2	Last call before the annual meeting, plus print-ready letters for households without email

From Pine Shadow Lake Association <board@pineshadowlake.org>
To Tom & Linda Bergstrom
Subject **Your 2027 dues: keep Pine Shadow clear** **Reminder 1**

Hi Tom and Linda,

It's time to renew your Pine Shadow Lake Association membership for 2027. Dues are **\$40 a year**, or **\$110 for three years**. Please renew by **June 12**, a week before the annual meeting.

Renew online

What your dues did in 2026

- Access greeters on 22 summer weekends inspected 1,140 boats. No zebra mussels found.
- Volunteers took clarity readings every other week; the summer average was 11.2 feet.
- Our June plant survey mapped curly-leaf pondweed in the north bay, so we can track it.

What's ahead in 2027

- Nutrient testing every summer, not every other year (about \$420 a year)
- A shoreland workshop on native buffers, rain gardens and septic care

Your membership includes the quarterly newsletter, a vote at the June 19 annual meeting, and early alerts if a new invasive species turns up nearby.

Want to do more? Add \$25 or \$50 to the invasive species prevention fund when you renew.

Prefer to pay by check? Make it out to Pine Shadow Lake Association and mail it to PO Box 000, Pine Shadow, MN 56400 (example address).

Thank you for looking after the lake with us.

Marge Halvorson, President, for the Pine Shadow Lake Association board

P.S. Last year 186 of our 244 lake households renewed. Let's top that this year.

Already renewed? Thank you, and please ignore this note. You're receiving it as a Pine Shadow Lake property owner.

Unsubscribe · Pine Shadow Lake Association, PO Box 000, Pine Shadow, MN 56400

Subject **A quick reminder: 2027 lake association dues** **Reminder 2**
Sent to Only households that haven't paid yet

Hi Tom and Linda,

Just a friendly reminder that 2027 dues are open. Our records show your last renewal was for 2026. **141 of our 244 lake households have already renewed.** It takes about a minute online.

Renew for \$40

If you've already mailed a check, thank you; it may still be on its way to us.

Marge Halvorson, President

Subject **Last call before the June 19 annual meeting** **Final reminder**
Sent to Households still unpaid; printed letter for 9 households without email

Hi Tom and Linda,

This is our last dues reminder for the year. Members who renew by **June 12** are listed in the annual meeting program and can vote on the 2027-28 budget.

Renew today

If this year isn't the right time, just reply and let us know. We'll take you off the reminder list until next spring.

Marge Halvorson, President

Why reminder 1 is longer than 2 and 3: the first email makes the case: what dues did, what's ahead, what members get, and a way to give more. Later reminders go only to people who haven't paid, so they stay short: one point, one button, readable on a phone in ten seconds. Every association's version is written from its own projects and numbers.

What Lake Association Office does: drafts each reminder, sends it to the board's approver, schedules the approved version, and sends a paid/unpaid list after each round. Members pay through the association's own payment link or by check to the association. Lake Association Office never handles dues.