

Electronic Invitations Best Practices and Examples

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Best practices for using electronic invitations

- ✓ Review this document in its entirety.
- ✓ Speak to the member audience. Although Fraternal Department team members review the request for approval, we are not the only audience. The chapter or youth club member who receives the invitation is your most important audience.
- ✓ Think about how the information will sound and look when added to the e-invitation templates. While we do not have a preview available with the activity request form, you can view sample messages on the activity request form and within this document beginning on page 2. We also “map” a list of standard e-invitation fields to the fields on the activity request form starting on page 5.
- ✓ Include information members will need to know to attend or participate.
- ✓ Be detailed but concise. Provide members with information but avoid being too wordy.
- ✓ Always include a location, even if it is a virtual event. When hosting a virtual event, use the location fields to share the online meeting details. For example, the location name could be Zoom. Include the meeting ID and password (or the link) in the address lines. For city, enter Your Home or Your Town.
- ✓ **Avoid using ALL CAPS unless it is necessary. The voice used for the phone invitations will read each letter of the word as though it was an acronym or initialism, such as YMCA. For example, “COME JOIN US” is read “C-O-M-E J-O-I-N U-S.”**
- ✓ Be selective with punctuation. While we believe we’ve addressed all the issues with commas and other punctuation, it’s best to avoid using unnecessary punctuation.
- ✓ Check the activity request form and/or the postcard for spelling and grammar.
- ✓ Note that we are unable to include all details in text messages due to the limited characters.
 - Include the most critical information in the fields that display in the text message. This includes the activity title, date, time, location name and location address.

Sample Messages

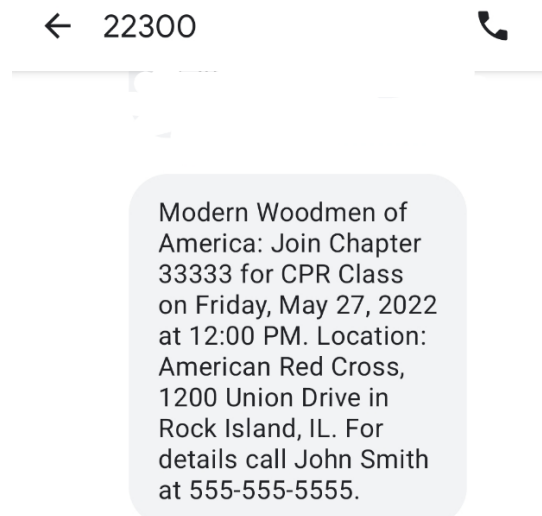
Below are sample messages of the initial invitations for chapters and youth service clubs.

The 10-day reminder provides the same information from the initial invitation but states that the activity is approaching. The 3-day reminder provides the same information from the initial invitation but states that the activity is a few days away.

The versions with RSVP (chapters only) will include a statement instructing members to contact the leader to RSVP.

The activity canceled states the activity has been canceled. It includes the activity title, activity date, time and chapter/youth club number. Members are asked to contact the fraternal leader with any questions.

Initial chapter invitation: SMS



Initial chapter invitation: Email (body)

Notification from: **Modern Woodmen of America Events**



You're invited!

Hello!

Chapter 33333 invites you to join your fellow Modern Woodmen members at our next event, CPR Class, an educational event.

When: Friday, May 27, 2022
12:00 PM

Where: American Red Cross
1200 Union Drive
Rock Island, IL

The cost is free.

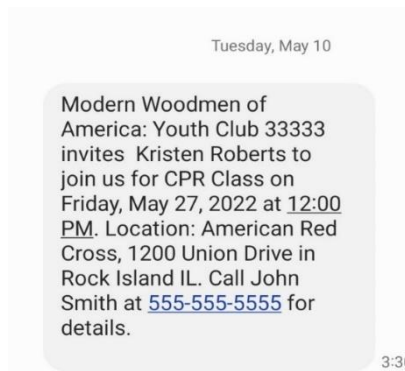
Note: This email account is not monitored. For more information, contact me at 555-555-5555 or LeaderEmail@modern-woodmen.org.

I hope to see you there!

John Smith
Chapter activities coordinator

Access your member discounts and benefits! Create an account at member.modernwoodmen.org or download the Modern Woodmen mobile app from your favorite app store.

Initial youth club invitation: SMS



Initial youth club invitation: Email (body)

Notification from: **Modern Woodmen of America Events**



Youth Member Event

To the parent/guardian of Kristen Roberts,

Youth service club 33333 invites your child to join other young Modern Woodmen members at our next event, CPR Class, an educational event.

When: Friday, May 27, [2022](#)
12:00 PM

Where: American Red Cross
1200 Union Drive
Rock Island, IL

The cost is free.

Please note this email account is not monitored. For more information, contact me at 555-555-5555 or LeaderEmail@modern-woodmen.org.

I hope to see Kristen Roberts there!

John Smith
Youth club leader

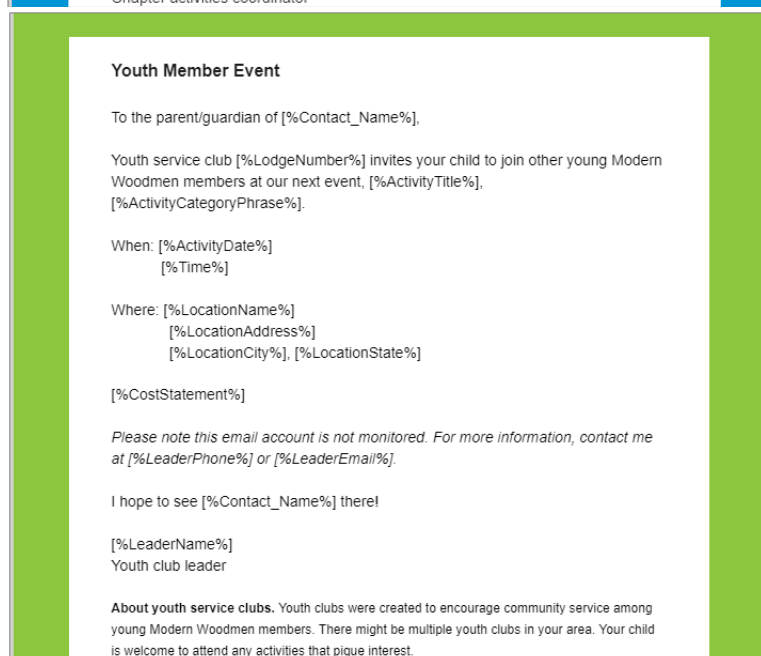
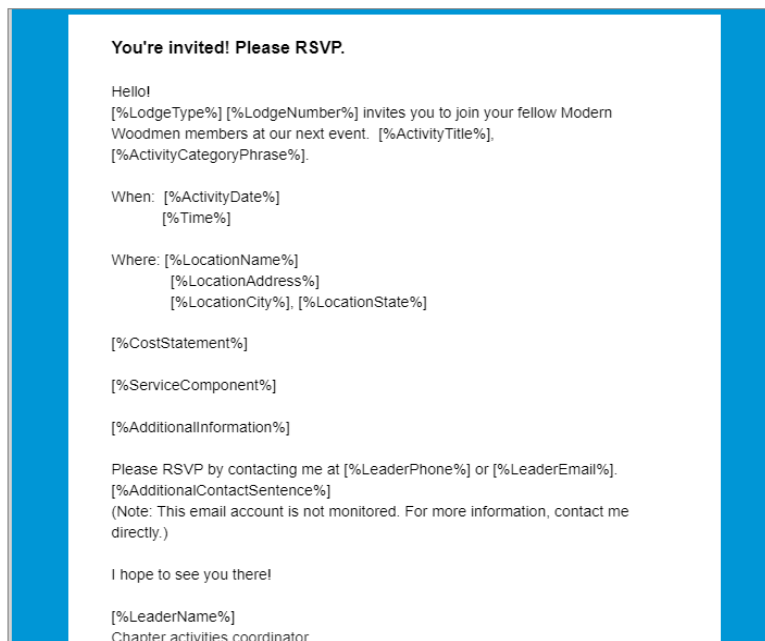
About youth service clubs. Youth clubs were created to encourage community service among young Modern Woodmen members. There might be multiple youth clubs in your area. Your child is welcome to attend any activities that pique interest.

Electronic Invitations Field Mapping

Because text messages have limited characters, the templates are designed to provide basic information. The text messages encourage interested members to call the fraternal leader for more details.

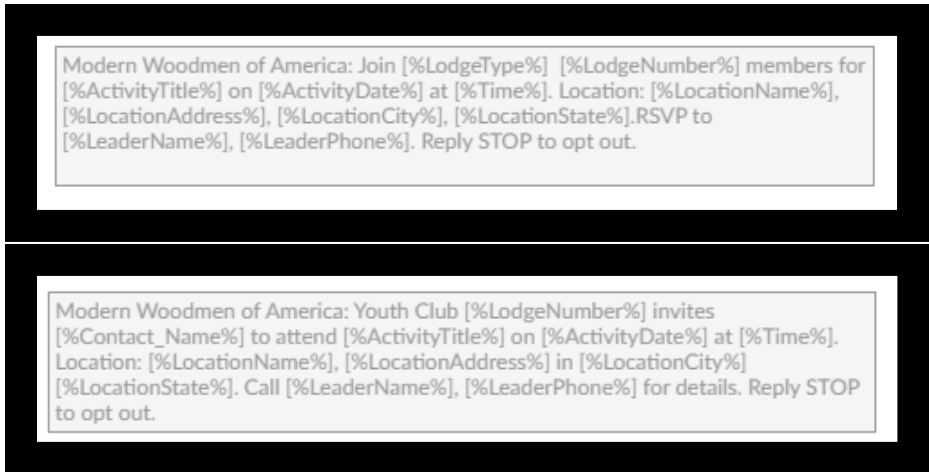
Below we provide a screenshot of each type of message – email and text – along with a chart showing how the information in a typical request form maps to the template.

Email Template Examples



E-invitation Field	Request Form Field	Notes
LodgeType	None	Chapter, Summit chapter, youth club
LodgeNumber	None	Chapter or youth club number
ActivityTitle	Activity Title, Name of event	
ActivityCategoryPhrase	None	Phrase created to describe the type of activity. Educational Event = an educational event for members Hometown Hero = an event to recognize a local hero, [recipient name] Matching Fund Project = an event to raise money for [recipient] to [purpose]. All proceeds raised will be matched by Modern Woodmen up to [match amount] Service Project = a volunteer service project to benefit [recipient name] Social Activity = a fun event for members
ActivityDate	When will this event take place?	If the event spans multiple days, the end date will be included.
Time	What time will this event begin? Conclude? Custom Time	If there is no end time, only the start time shows. Custom time information is included as it is shown in that field.
LocationName	Where will this event be held?	
LocationAddress	Address 1, Address 2	
LocationCity	City	
LocationState	State	
CostStatement	Attendance Cost	Free = This event is free. Free will donation = Free will donations will be accepted. Cost per attendee = The cost is [cost] per [per]. Chapter will provide = The chapter will provide [amount] [per] [item]. Choose my own = The cost is [choose my own].
ServiceComponent	Service Component	Please bring [item] for the [donation recipient]; or volunteer activity statement.
AdditionalInformation	Additional Information for Invitations	
AdditionalContact	Additional Contact (Financial Rep)	

Text Templates



E-invitation Field	Request Form Field	Notes
LodgeType	None	Chapter, Summit chapter, youth club
LodgeNumber	None	Chapter or youth club number
ActivityDate	When will this event take place?	If the event spans multiple days, the end date will be included.
Time	What time will this event begin? Conclude? Custom Time	If there is no end time, only the start time shows. Custom time information is included as it is shown in that field.
ActivityTitle	Activity Title, Name of event	
ActivityCategoryPhrase	None	Phrase created to describe the type of activity. Educational Event = an educational event for members Hometown Hero = an event to recognize a local hero, [recipient name] Matching Fund Project = an event to raise money for [recipient] to [purpose]. All proceeds raised will be matched by Modern Woodmen up to [match amount] Service Project = a volunteer service project to benefit [recipient name] Social Activity = a fun event for members
LocationName	Where will this event be held?	
LocationAddress	Address 1, Address 2	
LocationCity	City	
LocationState	State	