

Transitioning to Online Classes Announcement EMAIL TEMPLATE

Use this email template to announce the launch of your online classes. Simply copy and paste the messaging below into your member management and/or email software and update the information in brackets.

In This Together

Need 1:1 guidance? Reach out to your Client Success Manager at any time. **Book a 30-minute session here.**

From: [Business Name]

Subject: Transitioning to Online Classes Effective [Enter Date]

Hi [Business Name] Family,

As we navigate this uncharted territory together, please know the entire [Business Name] team is working hard daily to keep you on the road to your [fitness/black belt] journey. As you know, our government has mandated in-person classes and [gym/dojo/studio] availability is suspended until [Enter Date].

No worries, we have prepared for this and are transitioning to online classes. Afterall, our mission is to help you achieve your goals!

Starting [Enter Date or today], we are launching our online classes exclusively through [where to find, how to access, times - if live].



We are humbled by the outpouring of love from our [Business Name] family. Your loyalty and support have been instrumental in driving us to think outside of the box and will also ensure that our doors remain open for many more years to serve our community.

As an added thank you for your continued support during this transition, we are offering [any other accommodations – such as adding time to end of memberships, free events/camps for all active members after the dust settles, free/discounted testing fees next cycle].

If you have any questions, we are happy to help. Feel free to contact us at [phone, email, or other] with your questions.

Don't forget to like us on Facebook [insert link] and join our members-only group [if applicable. If so, provide link as well] for the most up to date information.

Stay healthy and safe!

[Owner Name]