Templates for email to registrants who do not show up to class

1. “When there is another class left of the same subject from your mailing campaign – different days”

**Subject:** AFEA Social Security Benefits Course

Hello [NAME]

We are sorry to hear that you were not able to make the class at [TIME & DATE].  There is still room in the class at [TIME(S) & DATE(S)].  If you would like to attend, please reply back with “YES” and we will get you re-scheduled for the [TIME & DATE] class.  *(if there is more than one class time available you will use “If you would like to attend either of these classes please reply back with the time and date of the class you would like to attend”)*

If you cannot attend the class on [TIME & DATE] but still would like to receive the information from the class, the instructor offers a 1-hour personal session where he (she) will be able to help you with a personalized report of how Social Security will work for you.  If you would like to attend a personal session, please reply back with “Personal” and the instructor will contact you within 48 hours to schedule this for you.

Thank you for considering AFEA for your Financial Education,

1. “When there is another class later in the day for the same subject”

Hello [NAME]

We are sorry to hear that you were not able to make the [TIME] class today.  There is still room in the [TIME] class today.  If you would like to attend that class, please reply back with a “yes” and we will get you re-scheduled for the [TIME] class today.

If you cannot attend the [TIME] class but still would like to receive the information from the class, the instructor offers a 1-hour personal session where he will be able to help you with a personalized report of how Social Security will work for you.  If you would like to attend a personal session, please reply back with “Personal” and the instructor will contact you within 48 hours to schedule this for you.

Thank you for considering AFEA for your Financial Education,

1. “When there are no more classes left of the same subject from your mailing campaign”

**Subject:** AFEA Social Security Benefits Course

Hello [NAME],

We are sorry to hear that you were unable to attend the Social Security Benefits course yesterday. If you would like to receive the information you missed from the class, we can put you on a list to contact you when the class will be offered next or the instructor has offered a 1-hour personal session where [he/she] will be able to help you with a personalized report of how Social Security will work for you.  If you would like to attend a personal session, please reply back with “List” to be put on a list or “Personal” and the instructor will contact you within 48 hours to schedule this for you.

Thank you for choosing AFEA for your financial education,

1. An alternative option to A or B

Hello [Name],

We missed you at the [NAME OF CLASS] class yesterday.  Fortunately, the same class will be held again at the [VENUE] on [ADDRESS] from [START TIME] – [END TIME] on [DATE].  If you would like, we can reschedule you for that class.

If you are unable to attend, the instructor has offered to provide a one-on-one session for anyone who cannot attend due to calendar conflicts.  This Strategy Session will provide you with an abbreviated class that will be customized to your situation, something that cannot be done at the class due to the group setting.

Please let me know what you would be interested in and we will get that taken care of for you?

Thank you for choosing AFEA for your financial education,