

# Membership Day Campaign

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## What Is This?

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Membership Day is an automated campaign that sends a promotional message to all your customers on the same day every month. Pick a day, set a discount, and the system handles the rest — no manual sending needed.

## Real-Life Example

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Aini runs a bubble tea shop and picks the 22nd as her Membership Day. Every month on the 22nd, all her customers automatically receive a WhatsApp message: "👋 Hey Wei Lin! It's Membership Day! Enjoy 11% off all drinks today only." Regulars look forward to it. Some customers specifically plan their visit around it. Aini set it up once and hasn't touched it since.

## How to Set It Up

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1. Go to **CRM** → **Campaigns** in the left sidebar
2. Click **Create Templated Campaign** and select  **Membership Day**
3. Fill in the campaign form:
  - **Membership Day** — which day of the month the campaign runs (1-31)
  - **Send At** — the time messages go out (default: 9:00 AM)
  - **Broadcast Channels** — Email, SMS, or WhatsApp (SMS and WhatsApp have additional charges and require prior setup)
  - **Advance Broadcast Date** — turn this on if you want the message to go out a few days *before* the day instead of on it

Active

**Name**

**Broadcast channel**

Email  WhatsApp

SMS will apply additional charges

**Membership Day**

**Send At**

**Advance Broadcast Date**

Send the message before the membership day

**Broadcast Safety Settings**

Configure broadcast timing to prevent WhatsApp bans and ensure compliance

**Broadcast Interval**

4. Toggle the campaign to **Active** and click **Save**

## What Your Customers Will See

On your chosen day each month, every customer in your database receives a personalised message with their name and your offer. The default message reads something like:

"👋 Hey Wei Lin! It's Membership Day! Enjoy 11% off all drinks today only. Valid until midnight! 🥂"

You can customise the message content to match your branding and offer.

## Good to Know

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- You can only have **one** Membership Day campaign per account — edit the existing one to change the day or offer
- If you set Membership Day to the **31st**, the campaign will skip months that don't have 31 days
- The campaign sends to **all customers** in your database on that day, every month automatically
- SMS and WhatsApp require additional setup — contact support if those channels aren't available
- Use **Advance Broadcast Date** to send the message a few days early, useful if you want customers to plan ahead

## What's Next?

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- Set up a **Win Back Lost Customers** campaign to automatically re-engage customers who go quiet
- Create a **Birthday Campaign** to send personalised messages on your customers' birthdays
- Review past sends under CRM → Campaigns to track engagement over time