

EMAIL MARKETING

Email Copy Samples

Windham Mountain Club · 120,000+ Subscriber List · 2025–26 Season

Good email copy earns attention before it asks for anything. The best campaigns I write mix storytelling with a clear purpose, giving the reader something worth opening and then making it easy to act. These three emails from Windham Mountain Club's 2025–26 season show the range: a conversion-focused pass sale announcement, a story-driven seasonal send that leads with Catskill folklore, and a community spotlight built around mission and warmth.

01	Pass & Program Sale	Conversion · Urgency · Promotional
02	Halloween & Rip Van Winkle	Storytelling · Lifestyle · Soft Sell
03	Adaptive Sports Foundation	Community · Mission · Brand Values

01

CONVERSION · PROMOTIONAL

Pass & Program Sale
Tomorrow

Subject line:	Best Rates of The Year Start Tomorrow
Type:	Promotional / Conversion
Objective:	Drive pass and program purchases during the annual sale window
Audience:	Existing subscribers — current and lapsed members, ticket buyers
Tone:	Warm urgency. Exciting without being pushy. Feels like a friend reminding you.

Copy Notes

This email needed to create urgency without sounding like a countdown clock. The opening grounds the reader in the season first — spring skiing, sunny days, checking off the list — before introducing the sale. The \$4M snowmaking investment is woven in as a proof point, not a headline, which keeps the tone personal and confident rather than promotional.

"Reserve your next winter now and create more favorite memories at Windham."

The Copy

It's March, and that means a few things if you are thinking of Windham. Great spring skiing and riding, sunny days, checking out the sale in The Shop, and locking in everything the family needs for next winter. Check it off the list!

This weekend, March 6th to the 8th, passes and programs go on sale for the 2026–2027 winter season. This is your moment to secure the best available pricing. Pricing is now live on our website for both passes and programs, so you can start your planning now.

And because great conditions are everything, we're making a \$4M investment to replace our entire snowmaking pump system — a commitment to excellent turns all season long.

Reserve your next winter now and create more favorite memories at Windham!

02

STORYTELLING · LIFESTYLE · SOFT SELL

Halloween & Rip Van
Original Ghost Story

Subject line:	Discover the Legendary Tale Hidden in the Catskills
Type:	Storytelling / Lifestyle / Soft Sell
Objective:	Drive fall stay bookings through immersive seasonal storytelling
Audience:	Subscribers — mountain enthusiasts, fall travelers, culture-curious visitors
Tone:	Immersive and literary. The story earns the sell. The Catskills feel alive.

Copy Notes

This is the kind of email I love writing most. The brief was fall and Halloween, but instead of leaning into generic spooky content, I found something real and rooted in the landscape: Washington Irving wrote Rip Van Winkle in these mountains. The storytelling comes first and earns the reader's attention, so by the time the booking CTA appears it feels like a natural next step, not an interruption. Storytelling mixed with soft sales is where email copy becomes something people actually want to read.

"When storms pass through these mountains, some still say they hear the sound of the pins echoing high above Windham Mountain."

The Copy**Opening**

When the autumn air turns crisp and the orange leaves begin to drift, most of us think of the headless horseman and the spooky folklore of the season. But just a few towns away from Windham Mountain Club, another timeless story was written that's deeply rooted in these very mountains. Washington Irving crafted the short-story classic Rip Van Winkle, set right in the Catskills.

The Story

Long before ski trails carved these slopes, there was Rip Van Winkle.

Rip Van Winkle was a kind-hearted man living in a small Dutch village at the foot of the Catskill Mountains. He was beloved by his neighbors, quick to help them, and yet, when it came to his own household, the farm drifted, the soil failed him, and his wife lamented his wanderings.

One autumn day, tired of his chores, Rip took his dog Wolf into the woods of the mountains for some peace. There he found a group of ghostly men dressed in archaic fashion, playing nine-pins, their game clattering like thunder in the mountain air.

Rip joined them, drank from their keg, and fell into a deep sleep. When he awoke, everything had changed. He had slept for about twenty years.

Some said he met the ghostly crew of Henry Hudson, cursed to roam the Catskills forever, rolling their thunderous ninepins. But when storms pass through these mountains, some still say they hear the sound of the pins echoing high above Windham Mountain.

The Sell

The Catskills hold stories in every shadow and echo. As night settles over Windham, the mountains come alive with whispers of the past. The same slopes where Rip once wandered still hum with mystery and legend. Stay with us, explore the woods, and listen closely. You might hear the faint roll of ninepins deep in the hills.

Book your stay and experience the legend for yourself.

03

COMMUNITY · MISSION · BRAND VALUES

Adaptive Sports Foundation
Possible

Subject line:	Redefining What's Possible
Type:	Community Spotlight / Mission-Driven
Objective:	Strengthen brand values, drive ASF website visits and benefit concert tickets
Audience:	Full subscriber list — members, guests, community supporters
Tone:	Warm, generous, and genuine. The brand steps back to let ASF's story lead.

Copy Notes

Not every email needs to sell a ticket or a pass. This community spotlight was written to reinforce Windham Mountain Club's values and deepen the subscriber's sense of belonging to something bigger than a ski resort. The copy leads with genuine admiration for ASF's work, tells their story with care, and then naturally transitions to the benefit concert CTA. The goal was for the reader to finish feeling moved — and then act.

"Their mission goes beyond sport — it's about opening doors, creating opportunity, and redefining what's possible."

The Copy**Opening**

This week, we're proud to spotlight an organization we're honored to support: the Adaptive Sports Foundation, whose work centers on access, inclusion, and expanding the joy of outdoor sport for all. Based slope-side at Windham Mountain Club, ASF creates life-changing opportunities for individuals of all abilities to experience the mountain in meaningful and empowering ways.

About ASF

The Adaptive Sports Foundation is a nonprofit organization dedicated to empowering children and adults with physical and cognitive disabilities and chronic illnesses through adaptive outdoor sports. For more than 40 years, ASF has helped individuals build confidence, independence, and connection through skiing, snowboarding, and year-round fitness programs.

Based slope-side at Windham, ASF provides specialized instruction, adaptive equipment, and a deeply supportive environment led by experienced staff and dedicated volunteers. Families, athletes, and volunteers often describe ASF as a community as much as a program, one built on encouragement, shared progress, and

genuine joy.

The Concert CTA

This weekend, we invite you to support the Adaptive Sports Foundation by attending their benefit concert featuring live music from The Nerds. It's a great night of music for an even greater cause, and every ticket helps ensure these life-changing programs continue for seasons to come.

Somnii Collective · Erin Campbell · eecampbell13@gmail.com