LAUNCH LETTER for Individual, Foreign and Associate Members

ASSA team please read and edit this document. This email letter is sent via MembershipWorks and the "from" email address is the primary email for ASSA in MW which is now assatreasurer@assa.org.
Approval By: Julie Iverson
Approval Date: 10/5/26
Date Sent: 10/7/26

Michelle segment database by NO EMAIL label, then choose reverse to only send the Launch Letter to those with an email address to reduce the notices of failed delivery.

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(Michelle will add the logo when final is sent to membership)

Dear [nam],

We are pleased to announce that the American Shetland Sheepdog Association has launched a brand-new, fully upgraded website! Our redesigned site features a clean, modern look and improved navigation, making it easier than ever to find the information you need. Along with this upgrade, we've also introduced a new membership system to provide a smoother, more streamlined experience for our members.

Please login to the Members Only section at your earliest convenience. We encourage you to become familiar with all of the features in the private Member Only section and the entire website.

Keep in mind, getting used to an upgraded system can take time. Please be patient as you become familiar with the changes this system will make to the upgraded website.

Please make sure to **verify your information** and make any corrections to your account. We worked together to transfer your information from our old systems to the upgraded one. We appreciate your grace during this transition.

Please reach out to membership@assa.org if you need assistance or have questions about managing your new ASSA Member Account. We are eager to work with you directly to make sure everything is accurate.

When you login to the Members Only section, you will need to request your password.

NOTE:

- If you and someone in your household use the same email address but you both have a member account, see below.
- If you are an ASSA member AND the liaison for an ASSA Member Club, AND you use the same email address for both memberships, see below.

- **When you use the same email address** for a different member account - when you log in, a pop up will appear for you to **select the account you want to set the password for** (it will show the account names).
- You MUST set up a UNIQUE password for each account.
- If you find this confusing, you can change your email address in your member account so you aren't using the same one. Ask us if you need help.

STEP 1 - GO TO THE MY ACCOUNT PAGE

My Account Login:
https://www.americanshetlandsheepdogassociation.org/member-manage-profile

1. Click on **Request Password**
2. Enter your email address. Note - **please use the email we have on file for you which is** [eml].*
3. Select the **Request Password button**.
4. Check your email for the password message (be patient) and follow the instructions in that email.

*If the email address listed above doesn't work, or if you don't receive the email in your inbox, **check your spam folder** in your email program to see if the message went there. If you have questions, please contact membership@assa.org.

STEP 2 - MANAGE YOUR NEW ACCOUNT
Once you have your password, login to the Members Only section of the website where you can access the online private Member Directory and other Member Only content. Go to the **My Account** page to set up your new Member Account. You can change your password.

Some of the new great features allow you to:

- **Update/Verify your member details** including name, address, email, phone, etc. If you change your email, that becomes your new email sign in, but your password stays the same.
- **Manage your privacy settings** to display some, or all, of your member information. For example, do not display my street address, my phone number or "do not list" me the private online Member Directory.
- **Personalize your membership listing** by adding photos of you, your dog(s), and puppies. Add your Kennel name and website. Provide a description of you and your dog(s) and add links to your social media accounts.
- You can **renew membership easily online** with a debit/credit card. To make it as easy as possible for our members, when you renew, you can select the option for auto-recurring annual renewal payments. We will send email reminders when your membership is due to be renewed.
- You can **donate to ASSA** when you renew or go to the Store and donate anytime.
- You can **purchase** a replacement pin from the **online Store**.
- We have updated numerous forms into our upgraded system for more efficiency.
- Search the new **online Member Directory** using maps and filter the directory to search by keyword (like kennel name), search by state, region, interests, board members, judges, and committee chairpersons.

- Check out the public **Breeder Locator Directory** under the Find a Sheltie tab and the **Mentor Directory** under the Education tab.

We are thrilled about these upgrades, as both the new website and enhanced membership system will help strengthen and support the continued growth and success of the American Shetland Sheepdog Association.

Thank you,
Julie Iverson, President
American Shetland Sheepdog Association
https://www.americanshetlandsheepdogassociation.org

LAUNCH LETTER for ASSA Member Clubs

ASSA team please read and edit this document. This email letter is sent via MembershipWorks and the "from" email address will be the primary email for ASSA in MW, which is now assatreasurer@assa.org.

Final Approval By: Julie Iverson
Final Approval Date: 10/5/26
Date Sent: 10/7/26
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(MICHELLE ADD LOGO)

Dear [contact],

Account Name: [nam]

We are pleased to announce that the American Shetland Sheepdog Association has launched a brand-new, fully upgraded website! Our redesigned site features a clean, modern look and improved navigation, making it easier than ever to find the information you need. Along with this upgrade, we've also introduced a new membership system to provide a smoother, more streamlined experience for our ASSA Member Clubs.

Keep in mind, getting used to an upgraded system can take time. Please be patient as you become familiar with the changes this system will make to the upgraded website.

Please make sure to **verify your ASSA Member Club information** and make any corrections to your account. Our Membership Committee worked hard to transfer your information from our old systems to the upgraded one. We appreciate your grace during this transition.

Please reach out to membership@assa.org if you need assistance or have questions about managing your new ASSA Member Club Account. We are eager to work with you directly to make sure everything is accurate.

When you login to My Account, you will need to request your password.

If your personal ASSA Member Account and your ASSA Member Club account email addresses are the SAME, then you MUST choose different passwords. Our system will know which account you are logging into, your ASSA Member Club account or your personal member account, based on your password. We suggest your ASSA Member Club password have some identifier to your club so you can keep track of your member account password vs your personal account password.

We strongly suggest that your ASSA Member Club get its own email address to eliminate this confusion.

STEP 1 - GO TO THE MY ACCOUNT PAGE

My Account Login:
https://www.americanshetlandsheepdogassociation.org/member-manage-profile

1. Click on **Request Password**
2. Enter your ASSA MEMBER CLUB email address. Note - **please use the email we have on file for you which is** [eml].*
3. Select the **Request Password button**.
4. Check your email for the password message (be patient) and follow the instructions in that email.

*If the email address listed above doesn't work, or if you don't receive the email in your inbox, **check your spam folder** in your email program to see if the message went there.

If you have questions or need help, please contact membership@assa.org.

STEP 2 - MANAGE YOUR ASSA MEMBER CLUB ACCOUNT
Once you have your password, go to the **My Account** page to set up your new ASSA Member Club Account. You can change your password.

Some of the new great features allow you to:

- **Update/Verify your ASSA Member Club details** including contact name, address, email, phone, etc.
- **Manage your privacy settings** to display some or all of your ASSA Member Club information, for example, do not show street address, phone or mobile, or "do not list" in the public online Directory.
- **Personalize your ASSA Member Club listing** by adding photos. Add your club website or link to a Facebook page. Provide a description of your member club and add links to the social media accounts for your club.
- We have updated numerous forms into our upgraded system for more efficiency.
- Search the public **ASSA Club Member Directory** and filter the directory to search by keyword, state, region, etc.
- NEW! You can choose to pay your 2027 Renewals online with a credit/debit card from your new ASSA Member Club account!

- You will get an email renewal notice before your ASSA Member Club membership expires that provides instructions on how to renew your club membership before August 31st.

We are thrilled about these upgrades, as both the new website and enhanced membership system will help strengthen and support the continued growth and success of the American Shetland Sheepdog Association.

Thank you,
Julie Iverson, President
American Shetland Sheepdog Association
https://www.americanshetlandsheepdogassociation.org

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LAUNCH LETTER for Testers

ASSA team please read and edit this document. This email letter will first go to TESTERS, then we will revise it to go to your members after testing is complete and the new website is live. It is sent via MembershipWorks and the "from" email address is the primary email account for ASSA in MW which is treasurer@assa.org.

Approved by: Sherry Deeds- Bdhairdy123@aol.com Looks good to me. Ready to go.
Date Approved: 9/23/26
Date Sent to Testers by Michelle: 9/24/26
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American Shetland Sheepdog Association

Hello testers!
Below is the **Launch Letter** that will be emailed via MembershipWorks (MW) to all Members once our new system is ready to go.

Please follow these instructions now and log into YOUR new member account ASSA MEMBER.

1. **Complete your Profile** on the **My Account** page by adding your images, description, links, etc. Members will look at *your profiles* as an example, so be sure they are complete and accurate. Notify us immediately if you need help signing in to your new member account.
2. Get familiar with the entire new American Shetland Sheepdog Association website.
3. Under Find a Sheltie, look at the public **Breeder Locator**.
4. Under the About tab, look at the **Member Clubs**.
5. When you are logged into your account, look at all of the pages you have access to under the **Members Only** tab.

6. Look at all of the pages under the **Store** tab. They are not active for purchases yet until the payment processor information is added to MembershipWorks.

PLEASE PROVIDE YOUR FEEDBACK on or before Sunday, September 27th to joan@blueridgegraphics.com thank you!

We will make final edits to the website and MembershipWorks, then send this Launch Letter to the entire membership when we are ready.

Testers: Login to the Members Only Section by using the link below.

My Account Login:
https://www.staging3.americanshetlandsheepdogassociation.org/member-manage-profile

**You will need the URL Protection username and password below to access the website during testing:
Username: private
Password: qGGek8TLq4*RcUGr

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(Michelle will add the logo when final is sent to membership)

Dear [nam],

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- **Manage your privacy settings** to display some, or all, of your member information. For example, do not display my street address, my phone number or "do not list" me the private online Member Directory.
- **Personalize your membership listing** by adding photos of you, your dog(s), and puppies. Add your Kennel name and website. Provide a description of you and your dog(s) and add links to your social media accounts.
- You can **renew membership easily online** with a debit/credit card. To make it as easy as possible for our members, when you renew, you can select the option for auto-recurring annual renewal payments. We will send email reminders when your membership is due to be renewed.

- You can **donate to ASSA** when you renew or go to the Store and donate anytime.
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Thank you,
Julie Iverson, President
American Shetland Sheepdog Association
[website]