EZYOFFICE · EMAIL TEMPLATE GUIDE

Designing Email Templates

Everything you need to build EzyOffice emails in Mailchimp / Mandrill — what each email is for, when it is sent, and the merge tags you can use.

EzyOffice v3.1.2 · 19 Oct 2026

Before you start

Six things that apply to every template.

1. The template name must match exactly

EzyOffice finds each template by its name (slug), e.g. `renewal-receipt-joinapp`. Build in Mailchimp and use *Send to Mandrill*, or build in Mandrill directly — just keep the slug the same.

2. Merge tags use Mailchimp style

Write tags as `*|FULL_NAME|*`. Tag names are UPPER_CASE and must match the lists in this guide.

3. Subject and sender are set in EzyOffice

The subject, from name and from email come from each venue's EzyOffice settings. The subject saved in the Mailchimp template is ignored.

4. One template serves every venue

Venue name, address, phone and website arrive as merge tags, so one design can work for all venues. A venue can also have its own template.

5. The `main` editable area

For Renewal and Auto-renew emails, EzyOffice fills the `mc:edit="main"` area with the body text. For Join, Voucher and Verification emails, write the full body in the template and **do not** name areas `header`, `main` or `footer` — they get replaced with placeholder text.

6. No template = plain email

If a template is missing, members still get a basic plain email. A template makes it branded — it never blocks the email.

All emails at a glance

Email	Template name (slug)	Default subject	When it is sent
JOIN Confirm email	`confirmation-joinapp`	Please confirm your email address	New member signs up
JOIN Welcome	`welcome-joinapp`	Welcome	Member joins
JOIN Email confirmed	`email-confirmation-successful-joinapp`	You email has been confirmed	Member clicks the confirm link
VOUCHER Voucher	`voucher-joinapp`	Here is your voucher	Voucher purchased
VOUCHER Voucher receipt	`voucher-receipt-joinapp`	Here is your voucher receipt	Voucher order paid
RENEWAL Verification code	`renewal-otp-joinapp`	Your Verification Code	Member logs in to renew
RENEWAL Renewal receipt	`renewal-receipt-joinapp`	Your Renewal Receipt	Renewal paid
RENEWAL Renewal reminder	`renewal-reminder-joinapp`	Reminder: Your renewal	Before membership expires

AUTO-RENEW Upcoming payment	`autorenew-reminder-joinapp`	Your membership will renew soon	7 days before auto-charge
AUTO-RENEW Cancelled	`autorenew-cancelled-joinapp`	Your auto-renewal has been cancelled	Auto-renew turned off
AUTO-RENEW Card problem	`autorenew-card-expiry-joinapp`	Action required: your saved card could not be used	Saved card expired or invalid
AUTO-RENEW Payment failed	`autorenew-payment-failed-joinapp`	We couldn't process your renewal payment	Auto-charge declined

12 emails in use, in four groups.

Global merge tags — available in every email

Use these in headers and footers. Values come from the venue's profile in EzyOffice. A field the venue has not filled in shows as empty.

Tag	What it shows	Example
`*|VENUE_NAME|*`	Venue name	Riverside Bowls Club
`*|VENUE_STREET|*`	Street address	12 River Rd
`*|VENUE_SUBURB|*`	Suburb / city	Richmond
`*|VENUE_STATE|*`	State	VIC
`*|VENUE_POSTCODE|*`	Postcode	3121
`*|VENUE_CONTACT_NUMBER|*`	Venue phone number	03 9123 4567
`*|VENUE_EMAIL|*`	Venue contact email	hello@riverside.com.au
`*|VENUE_WEBSITE|*`	Venue website	riverside.com.au
`*|CURRENT_YEAR|*`	This year — for the copyright line	2026

Extra tags in some groups only:

Tag	What it shows	Available in
`*|COMPANY|*`	Venue name (same as VENUE_NAME)	JOIN
`*|COMPANY_YEAR|*`	This year (same as CURRENT_YEAR)	JOIN
`*|TERMS_AND_CONDITIONS|*`	The venue's terms and conditions text	VOUCHER

```
Suggested footer
*|VENUE_NAME|* · *|VENUE_STREET|*, *|VENUE_SUBURB|* *|VENUE_STATE|* *|VENUE_POSTCODE|*
*|VENUE_CONTACT_NUMBER|* · *|VENUE_EMAIL|* · *|VENUE_WEBSITE|*
© *|CURRENT_YEAR|* *|VENUE_NAME|*. All rights reserved.
```

JOIN Member sign-up emails

Confirm email

Template `confirmation-joinapp` Subject **Please confirm your email address**

Sent when a new member signs up and the venue asks them to confirm their email. The key element is a clea**Confirm my email** button.

Tag	What it shows	Example
`*|FIRST_NAME|*`	Member's first name	Sarah
`*|ACC_NUMBER|*`	Member account number	100245
`*|CARD_NUMBER|*`	Member card number	100245
`*|URL|*`	Confirm link — use as the button link	https://…/confirm/…

Welcome

Template `welcome-joinapp` Subject **Welcome**

Sent when a member joins. Good place for membership benefits and the member number.

Tag	What it shows	Example
`*|FIRST_NAME|*`	Member's first name	Sarah
`*|ACC_NUMBER|*`	Member account number	100245
`*|CARD_NUMBER|*`	Member card number	100245
`*|UNSUB|*`	Unsubscribe link — put it in the footer	https://…/unsubscribe/…

Email confirmed

Template `email-confirmation-successful-joinapp` Subject **You email has been confirmed**

Sent after the member clicks the confirm link. Optional — only sent when the venue turns it on.

Tag	What it shows	Example
`*|FIRST_NAME|*`	Member's first name	Sarah
`*|ACC_NUMBER|*`	Member account number	100245
`*|CARD_NUMBER|*`	Member card number	100245

VOUCHER Voucher emails

Voucher

Template `voucher-joinapp` Subject **Here is your voucher**

Sent to the person receiving a voucher, ticket or gift certificate. Make the voucher number and the **View voucher** button stand out.

Tag	What it shows	Example
`*|FULL_NAME|*`	Voucher recipient's name	Sarah Nguyen
`*|PURCHASER_NAME|*`	Who bought it	James Lee
`*|VOUCHER_TYPE|*`	Type, in capitals	GIFT CERTIFICATE
`*|VOUCHER_NUMBER|*`	Voucher code	GC-48213
`*|BALANCE|*`	Value / balance (number only)	50
`*|EXPIRY_DATE|*`	Expiry date, or "No Expiry"	31/12/2026
`*|NOTE|*`	Gift message from the buyer (may be empty)	Happy birthday!
`*|URL|*`	Link to view / print the voucher	https://…/voucher/…
`*|TERMS_AND_CONDITIONS_URL|*`	Link to the venue's terms page	https://…/terms…

Voucher receipt

Template `voucher-receipt-joinapp` Subject **Here is your voucher receipt**

Sent to the buyer after the order is paid.

Tag	What it shows	Example
`*|PURCHASER_NAME|*`	Buyer's name	James Lee
`*|RECEIPT_ID|*`	Order number	58213
`*|INFORMATION|*`	Ready-made list of items and prices	2 x Movie ticket: $30.00
`*|PAID_AMOUNT|*`	Total paid (number only)	30.00
`*|VOUCHER_TYPE|*`	Type, in capitals	TICKET
`*|URL|*`	Link to the online receipt	https://…/receipt/…

RENEWAL Membership renewal emails

Verification code

Template **`renewal-otp-joinapp`** Subject **Your Verification Code**

Sent when a member logs in to the renewal page. Show the code large and easy to copy. Write the body in the template (no `main` area).

Tag	What it shows	Example
`*|OTP|*`	The one-time code	482913
`*|EXPIRY_MINUTES|*`	Minutes until the code expires	5
`*|FIRST_NAME|*`	Member's first name	Sarah

Renewal receipt

Template **`renewal-receipt-joinapp`** Subject **Your Renewal Receipt**

Sent after a renewal is paid. Lay it out like a receipt: line items, fees, tax and total.

Tag	What it shows	Example
`*|FULL_NAME|*`	Member's full name	Sarah Nguyen
`*|MEMBERSHIP_NAME|*`	Membership name	Gold Membership
`*|RENEWAL_NAME|*`	Renewal option name	12 Month Renewal
`*|RENEWAL_TYPE|*`	Type of purchase	Renewal
`*|EXPIRY_AT|*`	New expiry date	19 Oct 2027
`*|RECEIPT_ID|*`	Receipt / order number	10482
`*|AMOUNT|*`	Membership price	95.00
`*|FEE_LABEL|*`	Name of the fee line	Platform Fee (AU) / Service Fee
`*|SURCHARGE_AMOUNT|*`	Fee amount	2.50
`*|TAX_AMOUNT|*`	Total tax	8.86
`*|INCLUSIVE_TAX_AMOUNT|*`	Tax included in the price	8.86
`*|EXCLUSIVE_TAX_AMOUNT|*`	Tax added on top	0.00
`*|TOTAL_PRICE|*`	Total paid	97.50
`*|CURRENCY_SIGN|*`	Currency symbol	$
`*|CURRENCY_CODE|*`	Currency code	AUD
`*|URL|*`	Link to the online receipt	https://…/receipt/…

DEFAULT BODY TEXT (FILLS *MAIN*)

Dear *|FULL_NAME|*,

Thank you for the purchase of *|VENUE_NAME|* *|RENEWAL_TYPE|*.

Renewal reminder

Template **renewal-reminder-joinapp** Subject **Reminder: Your renewal**

Sent on the days before expiry that the venue chooses (e.g. 30, 14 and 7 days). Add a **Renew now** button.

Tag	What it shows	Example
`*|FULL_NAME|*`	Member's full name	Sarah Nguyen
`*|MEMBERSHIP_NAME|*`	Membership name	Gold Membership
`*|RENEWAL_TYPE|*`	Renewal / membership label	Gold Membership
`*|RENEWAL_LAST_DATE|*`	Membership expiry date	19 Nov 2026
`*|RENEWAL_INTERVAL|*`	Days left until expiry	30
`*|RENEWAL_URL|*`	Renew link — **empty** if the venue turned the link off	https://…/renewal

DEFAULT BODY TEXT (FILLS *MAIN*)

Dear *|FULL_NAME|*,

This is a reminder about your *|VENUE_NAME|* *|RENEWAL_TYPE|*. Your membership expires on *|RENEWAL_LAST_DATE|*.

Wrap the button so it hides when there is no link: `*|IF:RENEWAL_URL|*` … button … `*|END:IF|*`

AUTO-RENEW Auto-renewal emails

Each card lists the tags that email needs. All four emails receive every auto-renew tag, so any tag below can be used in any of them.

Upcoming payment

Template **`autorenew-reminder-joinapp`** Subject **Your membership will renew soon**

Sent 7 days before the automatic charge. Friendly tone — no action needed.

Tag	What it shows	Example
`*|FULL_NAME|*`	Member's full name	Sarah Nguyen
`*|MEMBERSHIP_NAME|*`	Membership name	Gold Membership
`*|NEXT_CHARGE_AT|*`	Date of the next automatic charge	26 Oct 2026
`*|TOTAL_PRICE|*`	Amount to charge (number only)	97.50
`*|CURRENCY_SIGN|*`	Currency symbol	$
`*|CURRENCY_CODE|*`	Currency code	AUD
`*|EXPIRY_AT|*`	Membership expiry date	26 Oct 2026
`*|MANAGE_URL|*`	Link to the renewal page	https://…/renewal

DEFAULT BODY TEXT (FILLS *MAIN*)

Dear *|FULL_NAME|*,

Your *|VENUE_NAME|* *|MEMBERSHIP_NAME|* is set to renew automatically on *|NEXT_CHARGE_AT|*.

We will charge *|CURRENCY_SIGN|***|TOTAL_PRICE|* to your saved card. No action is needed if you are happy to continue.

To manage or cancel auto-renewal, visit *|MANAGE_URL|* or contact *|VENUE_NAME|* on *|VENUE_CONTACT_NUMBER|*.

Cancelled

Template **`autorenew-cancelled-joinapp`** Subject **Your auto-renewal has been cancelled**

Sent when auto-renewal is turned off, or the member is no longer eligible.

Tag	What it shows	Example
`*|FULL_NAME|*`	Member's full name	Sarah Nguyen
`*|MEMBERSHIP_NAME|*`	Membership name	Gold Membership
`*|CANCELLED_AT|*`	Date auto-renew was cancelled	19 Oct 2026
`*|EXPIRY_AT|*`	Membership expiry date	26 Oct 2026
`*|MANAGE_URL|*`	Link to the renewal page	https://…/renewal

DEFAULT BODY TEXT (FILLS *MAIN*)

Dear *|FULL_NAME|*,

Auto-renewal for your *|VENUE_NAME|* *|MEMBERSHIP_NAME|* was cancelled on *|CANCELLED_AT|*.

Your membership stays active until *|EXPIRY_AT|*, after which it will not renew automatically.

You can renew manually at *|MANAGE_URL|*, and turn auto-renewal back on when you do.

Card problem

Template **`autorenew-card-expiry-joinapp`** Subject **Action required: your saved card could not be used**

Sent when the saved card has expired or cannot be used. Auto-renew is paused. Make **Update card** the main button.

Tag	What it shows	Example
`*|FULL_NAME|*`	Member's full name	Sarah Nguyen
`*|MEMBERSHIP_NAME|*`	Membership name	Gold Membership
`*|EXPIRY_AT|*`	Membership expiry date	26 Oct 2026
`*|UPDATE_CARD_URL|*`	Link to update the saved card	https://…/update-card
`*|MANAGE_URL|*`	Link to the renewal page	https://…/renewal

DEFAULT BODY TEXT (FILLS *MAIN*)

Dear *|FULL_NAME|*,

We could not use your saved card for your *|VENUE_NAME|* *|MEMBERSHIP_NAME|* auto-renewal because it has expired or is no longer valid.

Auto-renewal is paused. Update your card at *|UPDATE_CARD_URL|* or renew again before *|EXPIRY_AT|* — that card will be used for future renewals.

Your membership expires on *|EXPIRY_AT|*.

Payment failed

Template **autorenew-payment-failed-joinapp** Subject **We couldn't process your renewal payment**

Sent each time an automatic charge is declined. Up to 4 tries, about 3 hours apart.

Tag	What it shows	Example
`*|FULL_NAME|*`	Member's full name	Sarah Nguyen
`*|MEMBERSHIP_NAME|*`	Membership name	Gold Membership
`*|TOTAL_PRICE|*`	Amount to charge (number only)	97.50
`*|CURRENCY_SIGN|*`	Currency symbol	$
`*|FAILURE_REASON|*`	Why the payment failed	Insufficient funds
`*|NEXT_RETRY_AT|*`	Date of the next payment try	20 Oct 2026
`*|ATTEMPT_COUNT|*`	Failed tries so far (out of 4)	2
`*|EXPIRY_AT|*`	Membership expiry date	26 Oct 2026
`*|MANAGE_URL|*`	Link to the renewal page	https://…/renewal

DEFAULT BODY TEXT (FILLS *MAIN*)

Dear *|FULL_NAME|*,

We were unable to process the *|CURRENCY_SIGN|**|TOTAL_PRICE|* payment for your *|VENUE_NAME|* *|MEMBERSHIP_NAME|* auto-renewal.

Reason: *|FAILURE_REASON|*

We will try again on *|NEXT_RETRY_AT|* (attempt *|ATTEMPT_COUNT|* of 4). Please make sure your card has sufficient funds, or renew at *|MANAGE_URL|* with a different card.

Your membership expires on *|EXPIRY_AT|*.

After the last failed try, EzyOffice swaps in a "we have stopped trying" body. Keep any retry wording inside the `main` area, not in the fixed design, so it is never shown on the final email.