**Samples of Emails to Registrants Who Cancel Close to an Online Event or Do Not Attend When Refreshments Have Been Sent:**

Dear XXXX,

I am sorry you won’t be able to join us. [Sponsor] has already ordered the cocktail kit for you so you’ll have something to enjoy when you get back.  I know you are extremely busy but if you have a moment to email [firm contact] (our greatest cheerleader) at [email address] to say that you were looking forward to it and are sorry to miss it, I know it would be beyond appreciated.

I so look forward to when we can get together again!

Shannon

Dear XXXX,

It turned out that you were among many that were unable to attend the reception.  It was a great event but it might be nice if you sent an email to [firm contact] (our greatest cheerleader) at [email address] noting that you appreciated the cocktail kit and explaining why you weren’t able to join.  I have asked a few others who canceled after receiving the kits to do the same.

Thank you!

Shannon

**In-Person Event – Last Minute Cancellation**

Dear XXX,

I am sorry you will not be able to attend and understand completely.  Our hosts – [names] – were very excited to meet you and have asked for an introduction.  ACC is extremely protective of our members’ contact info and we do not provide it without permission.  Would it be okay with you if I send an email introduction to you all?

Thank you,

Shannon

**In-Person Event – Low Attendance**

Good morning.  I am so sorry you were not able to attend last night’s incredible dinner [NOTE: for women GCs & CLOs].  Our sponsor [firm] and host Partner [name] organized a great event and unfortunately there was a high rate of no-shows.  We understand work and life get in the way of commitments at times, but are also cognizant of the impact on our sponsors.

As a result, I ask that if you haven’t already, please take a moment to contact [name] and thank her for the firm’s support of the chapter and of women CLOs and GCs.  Her full contact information is:

[full contact info]

I hope to see you at another event soon.  We have three CLO/GC Club Breakfasts coming up:

[details with links]

Best regards,

Shannon