



Mayport Lighthouse Association

March Membership Marketing Toolkit

The purpose of this Marketing Toolkit is to help you spread the word about our upcoming **March Membership Campaign**. As a trusted member of our **Mayport Lighthouse Association (MLA)** community, you are one of the best representatives of our mission and can help advance our goal of **safely relocating the St. Johns River Lighthouse**, so it can be restored and made accessible for all to enjoy.

Below is a series of prewritten posts ready to share, or you can edit the posts to make them your own. We have provided a few different options to best suit different platforms (e.g., social media, newsletter, email template). Please reach out to Elizabeth, MLA Vice President, if you have any questions or concerns: **membership@mayportlighthouseassociation.org**

With warmest appreciation,

The Mayport Lighthouse Association Team



Short Social Post (Facebook)

We're proud to support the Mayport Lighthouse Association (MLA) as they prepare for the next phase of work to safely relocate the historic St. Johns River Lighthouse to the riverfront in Mayport Village, where it can be fully restored and made accessible for all to enjoy.

Membership is how our community can get involved and show that preservation matters here.

As a thank-you, the MLA will provide a commemorative Challenge Coin showing the St.

Johns River Lighthouse on one side and the original third-order Fresnel lens on the other to the first 50 new members who join during the month of March at the Supporter (\$65), Keeper (\$95), or Guardian (\$125) levels.

If you care about local history and the future of Mayport Village, now is the time to join.

[Learn more and become a member: www.mayportlighthouseassociation.org/get-involved](http://www.mayportlighthouseassociation.org/get-involved)

Instagram Caption

Proud to stand with the Mayport Lighthouse Association as they move into the next phase of preserving and protecting the St. Johns River Lighthouse for generations to come by safely relocating it to the riverfront in Mayport Village.

Membership means being part of the effort, the voice, and the future.

Only 50 commemorative Challenge Coins, featuring the St. Johns River Lighthouse on one side and the original third-order Fresnel lens on the other, remain for new members at the Supporter (\$65), Keeper (\$95), or Guardian (\$125) levels.

Join today and make a difference.

MayportLighthouseAssociation.org

#MayportVillage #PreserveLocalHistory #Lighthouse

Very Short Post (Great for stories or quick shares)

The next exciting chapter to preserve and protect the future of the St. Johns River Lighthouse is underway.

Join the Mayport Lighthouse Association and be part of it.

50 commemorative Challenge Coins showing the St. Johns River Lighthouse on one side and the original third-order Fresnel lens on the other are left for new members who sign up at the Supporter (\$65), Keeper (\$95), or Guardian (\$125) levels.

www.mayportlighthouseassociation.org/get-involved

Newsletter Blurb (Organizational newsletter copy)

The [Mayport Lighthouse Association](http://www.mayportlighthouseassociation.org) is entering an important new phase in its effort to safely relocate the St. Johns River Lighthouse to the riverfront in Mayport Village, where it can be fully restored and provide economic, cultural, and educational benefits to our community.

Community membership is a vital part of that work. By becoming a member, you stay informed, engaged, and connected to the future of one of our area's most historic landmarks.

The **first 50 new members** who join at the Supporter (\$65), Keeper (\$95), or Guardian (\$125) levels will receive a **limited-edition Challenge Coin** showing the St. Johns River Lighthouse on one side and the original third-order Fresnel lens on the other.

If you've been considering joining, this is the moment.

Learn more and become a member here: www.mayportlighthouseassociation.org/get-involved

Email Template (To send to your own networks)

Subject: Join Us in Saving the Historic St. Johns River Lighthouse

Hi [Name],

I'm reaching out to share something important happening in our community.

The [Mayport Lighthouse Association](#) is preparing for the next phase of work to **safely relocate the St. Johns River Lighthouse** to the riverfront in Mayport Village, where it can be fully restored and provide economic, cultural, and educational benefits to our community. As plans move forward, strong local membership is more important than ever.

Membership is about showing that our community stands behind preservation and wants to be part of the process.

Right now, the **first 50 new members** who join at the Supporter (\$65), Keeper (\$95), or Guardian (\$125) levels will receive a **limited-edition Challenge Coin** showing the St. Johns River Lighthouse on one side and the original third-order Fresnel lens on the other.

If you care about local history and preserving one of Northeast Florida's most endangered historic landmarks, I encourage you to join.

You can learn more and sign up here: www.mayportlighthouseassociation.org/get-involved

Thank you for supporting our community.

LinkedIn Version (Professional Tone)

Community leadership matters during moments of transition.

The **Mayport Lighthouse Association** is entering the next phase of work to safely **relocate the historic St. Johns River Lighthouse** to the riverfront in Mayport Village, where it can be fully restored and provide economic, cultural, and educational benefits to our community.

Strong membership demonstrates community engagement, local commitment, and

shared stewardship of historic places.

The first 50 new members who join at the Supporter (\$65), Keeper (\$95), or Guardian (\$125) levels will receive a **limited-edition Challenge Coin** showing the St. Johns River Lighthouse on one side and the original third-order Fresnel lens on the other.

If preservation, local history, and civic engagement matter to you, consider becoming a member today.

[🔗 www.mayportlighthouseassociation.org/get-involved](http://www.mayportlighthouseassociation.org/get-involved)