

# Adobe Creative Cloud for education VIP Renewal

*The following email copy blocks may be used to notify customers of their Value Incentive Plan renewal timeframe*

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## 60 DAYS PRIOR TO RENEWAL

### **Subject Line:**

Adobe Creative Cloud subscription renewal

### **Email Copy:**

Dear <Customer>,

Thank you for being an Adobe Value Incentive Plan customer. This is a friendly reminder that your VIP membership [insert VIP membership ID] consisting of [insert number of seats] is due for renewal on [insert date].

Offering access to Adobe's industry-leading creative tools gives your educators and students everything they need to communicate ideas in compelling ways. And for students, it provides the digital skills they need to succeed in the classroom and their careers.

Attached you will find a price quote for this renewal. I will call you soon to review your membership and discuss renewal arrangements. Please feel free to contact me at [insert direct line] if you have any questions or would like to begin the renewal process immediately.

Sincerely,

<Sales Representative signature and contact details>

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## 30 DAYS PRIOR TO RENEWAL

### **Subject Line:**

Adobe Creative Cloud subscription renewal expiring soon

### **Email Copy:**

Dear <Customer>,

Thank you again for taking time to speak with me earlier today.

As we discussed, your VIP membership [insert VIP membership ID] consisting of [insert number of seats] is due for renewal on [insert date]. In order to continue offering your educators and students access to Adobe's industry-leading creative tools, we will need to process your renewal in the very near future. I've attached the quote to help you with budget approvals.

Please feel free to contact me at [insert direct line] if you have any questions, or need additional support to complete your renewal.

Sincerely,

<Sales Representative signature and contact details>

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#### KEY BENEFITS OF CREATIVE CLOUD

- **Software that's always up to date**—Licenses include updates to apps and services as soon as they're released, so you'll always have access to the latest creative tools and features.
- **Flexible licensing options**—You can license the complete set of creative apps or just a single one, with or without services.
- **Collaboration that's built in**—With an option to add online services, small workgroups and teams can collaborate and share with ease.\*
- **Easy deployment and management**—A web-based Admin Console makes it easy to purchase additional seats, add users, and manage software updates.\*

\* Requires named-user licenses.

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