

### **Member Renewal Timeline**

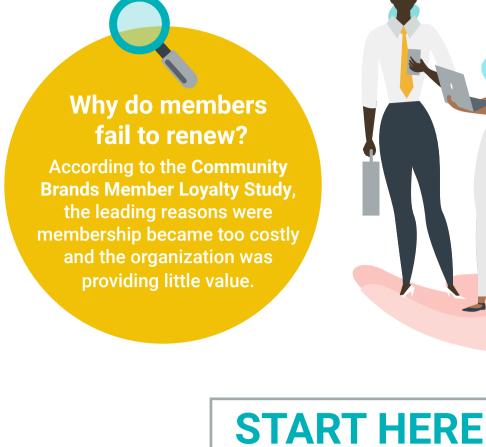
# INCREASE MEMBER RETENTION

important if not more important than acquiring a new member. Your member retention strategy can't simply rely on sending an invoice and expecting your members to renew year after year. Map out your associations' member renewal

Given that it can cost five times more to attract a new member than

it does to retain an existing one, member retention is arguably as

campaign starting from the moment a member clicks join.





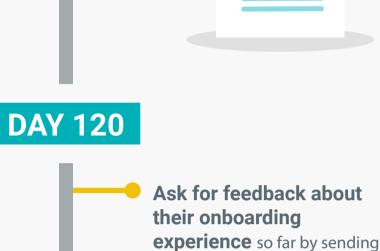




**DAY 270** 

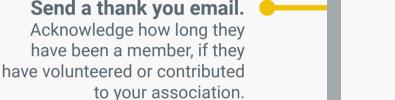
Begin an onboarding program that reinforces the value of membership and engages the member

from the start.

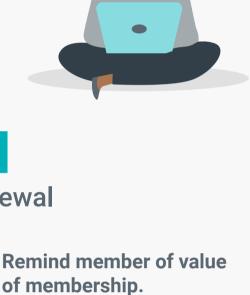


them a survey. This will help identify membership issues

prior to renewal.



**MONTH 10** 90 days before renewal



• Share benefits that they have or have

 Reinforce value by sharing learning opportunities, relevant industry information, upcoming events or

 Link these to webpages on your website or online community so that they can easily access the content.

not taken advantage of.

discounts.

membership.

13%



Send an automatic email

**invoice.** Include important instructions on how your

members can easily renew,

membership expiration date, a

link to your website for renewal

FAQs and your organization's

contact information.

#### Make it personal by sending it from the chairman of your board or executive director so the members feels more connected to the value of

Members need a reminder that it's

time to renew their membership.

**Member Loyalty Study found that** 

Send a renewal reminder

testimonial sharing the value of

membership and benefits that

they have taken advantage of.

If they have not renewed

**yet**, remind that membership

**email** including a member

In fact, the Community Brands

13 percent of lapsed members

simply forgot to renew.

## **MONTH 12**

30 days before renewal

RENEWAL DATE

Schedule a personal call from your membership committee member to members that have not renewed yet.

Upon renewal, send them a thank you for

renewing email.

1 day past due

Send a membership expiration

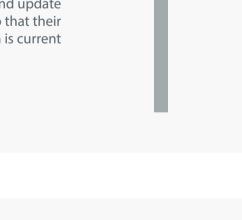
email and suspend members

membership renewal without additional fees if they renew

access to benefits. Provide

within 30-day grace period.

Immediately send automated email is expiring today. with a receipt for payment Send an email in the morning with the Include value of membership, not a member's options to easily renew: list of current benefits \* Send a link to your website where Remind the member to review they can log-in to pay online or contact preference settings such as \* within your online community email communications and update Phone number to call personal profile so that their information is current • Email address for member support Schedule a call in the afternoon from



**GRACE PERIOD** 

### staff, board member or membership committee member.

30 days past due

within the grace period.

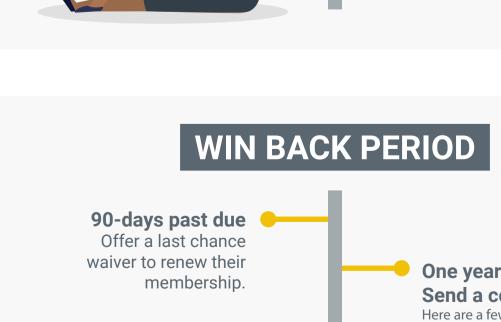
• Last day to renew within the grace

 Personal call from member support. Reaching out personally gives them a chance to give you feedback and just might convince them to renew

period. Send a friendly email reminder and keep the door open for them to return in the future.

Last day to renew

after all.



One year after canceled Send a comeback email. Here are a few recommended tips to

New benefits that you might offer

Special discount to join again

canceled member the value of

include in your email:

membership Share a variety of membership levels you offer. This might draw the member back in as they could be in a

A member testimonial reminding the

- different place of their professional or personal life.
- Community Brands offers an integrated software suite for associations. Solutions include membership management, learning management, event management, and career center. The solutions work better together to simplify work, maximize revenue, and

Learn more about the industry's most powerful, integrated portfolio of technology solutions that support's today's forward-thinking

Learn more

strengthen member engagement, so you can continue to lead your industry while propelling your mission.

associations and other member organizations

