Increase Member Retention

Every month I could read that there were too many new members and that people often dwelled on who had joined recently and not how much the organizational value and importance of old members was. And so my member retention strategy can’t simply rely on sending an invoice and expecting a member to renew. In fact, the Community Brands Member Loyalty Study found that 13% of lapsed members fail to renew. Why do members fail to renew? According to the study, the leading reasons were:

- They have volunteered or contributed to your cause to help you achieve your goals.
- They have taken advantage of your membership and benefits that you did not offer.
- They will renew if they are reminded of the value of membership.
- They have been convinced to renew by personal contact from someone they know.

Member Renewal Timeline

**CURRENT MEMBER**

- DAY 1
  - Begin an onboarding program to introduce your member to the value of membership.
  - Follow-up with a call or email to review them.
  - Include a testimonial sharing the value of membership.
- DAY 120
  - Offer a last chance email and suspend members who have not renewed.
  - Provide a special discount to join again.

**MEMBER 13**

- 90 days before renewal
  - Send an email in the morning with the member's options to easily renew:
    - Send a link to your website where members can log-in to pay online or click a button to pay online.
    - Schedule a personal call in the afternoon from member support.
  - Include in your email:
    - Personal call number to call
    - Phone number to call for member support

**RENEWAL DATE**

- 30 days past due
  - Last day to renew within the grace period:
    - Remind the member to review their onboarding experience.
    - Share a variety of membership levels and payment options.
    - Reinforce value by sharing learning experiences.
- 1 day past due
  - Providing little value.
- 30 days before renewal
  - Begin an onboarding program to introduce your member to the value of membership.
  - Follow-up with a call or email to review them.
  - Include a testimonial sharing the value of membership.

**GRACE PERIOD**

- 30 days before canceled member.
  - Remind member of value.
  - Send an email in the morning with the member's options to easily renew:
    - Send a link to your website where members can log-in to pay online or click a button to pay online.
    - Schedule a personal call in the afternoon from member support.
  - Include in your email:
    - Personal call number to call
    - Phone number to call for member support

**WIN BACK PERIOD**

- Day after canceled member.
  - Share a variety of membership levels and payment options.
  - Reinforce value by sharing learning experiences.
- Day 1
  - Ask for feedback about their experience.
  - Schedule a call in the afternoon from member support.

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