THE NEW MEMBER ONBOARDING TIMELINE.

The first year of successful membership

MONTH 1

Start with welcoming new members to your community

- Send an email through our uid (your unique identifier) and thank your members for joining.
- Share upcoming events and resources.

MONTH 2-3

New member engagement campaign

- Create a "welcome" email series to engage your new members and explain the benefits of membership.
- Use personalization as much as possible.
- Help your new members find others who share their interest and get involved.

MONTH 4-6

Foster continuous engagement

- Check-in with new members. Offer them the opportunity to give feedback and ask for suggestions.
- Personalize your email newsletter, digital publication, and online community.

MONTH 7-9

Foster continuous engagement

- Send email reminders for important information. Include links to your association, explanations of benefits, and recent opportunities.
- Personalize your email newsletter, digital publication, and online community.

MONTH 10-11

Communicate the value 90 days before renewal

- Remind members of the value they have taken advantage of, such as event discounts and learning opportunities.
- Send a reminder letter. Make sure to thank your members for all the benefits they have used.

MONTH 12

Renewal date

- Thank your members by reminding them of the benefits they have used or a reminder that they have not yet taken advantage of.
- Remind members of the value of membership so far and encourage them to renew.

Don’t forget to renew.

It can cost 5 TIMES more to attract new members than it does to retain an existing one.

Learn more about why membership is the ideal solution for onboarding your association and increasing member retention.

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