



Member Renewal Timeline

INCREASE MEMBER RETENTION

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 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 campaign starting from the moment a member clicks join.



Why do members fail to renew?

According to the Community Brands Member Loyalty Study, the leading reasons were membership became too costly and the organization was providing little value.



START HERE

CURRENT MEMBER

DAY 1

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



DAY 120



Ask for feedback about their onboarding experience so far by sending them a survey. This will help identify membership issues prior to renewal.

DAY 270

Send a thank you email. Acknowledge how long they have been a member, if they have volunteered or contributed to your association.



MONTH 10

90 days before renewal



Remind member of value of membership.

- Share benefits that they have or have not taken advantage of.
- Reinforce value by sharing learning opportunities, relevant industry information, upcoming events or discounts.
- Link these to webpages on your website or online community so that they can easily access the content.
- 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 membership.

MONTH 11

60 days before renewal

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.

13%

Members need a reminder that it's time to renew their membership. In fact, the Community Brands Member Loyalty Study found that 13 percent of lapsed members simply forgot to renew.



MONTH 12

30 days before renewal

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

Send a renewal reminder email including a member membership and benefits that they have taken advantage of.

RENEWAL DATE

Upon renewal, send them a thank you for renewing email.

- Immediately send automated email with a receipt for membership
- Include value of membership, not a list of current benefits

- Remind the member to review contact preference settings such as email communications and update personal profile so that their information is current

If they have not renewed yet, remind that membership is expiring today.

Send an email in the morning with the member's options to easily renew:

- Send a link to your website where they can log-in to pay online or within your online community
- Phone number to call
- Email address for member support

Schedule a call in the afternoon from staff, board member or membership committee member.

GRACE PERIOD

1 day past due

Send a membership expiration email and suspend members access to benefits. Provide membership renewal without additional fees if they renew within 30-day grace period.



30 days past due

Last day to renew within the grace period.

- Last day to renew within the grace period. Send a friendly email reminder and keep the door open for them to return in the future.
- Personal call from member support. Reaching out personally gives them a chance to give you feedback and just might convince them to renew after all.

WIN BACK PERIOD

90-days past due

Offer a last chance waiver to renew their membership.



One year after canceled

Send a comeback email. Here are a few recommended tips to include in your email:

- New benefits that you might offer
- Special discount to join again
- A member testimonial reminding the canceled member the value of membership
- Share a variety of membership levels you offer. This might draw the member back in as they could be in a 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 strengthen member engagement, so you can continue to lead your industry while propelling your mission.

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

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