



# ARMA HQ RENEWAL NOTICE COMMUNICATIONS

Tips, Best Practices, and Sample Content

## Renewal Notice Tips and Best Practices

One recommended approach for a cohesive communication strategy is to utilize a common theme throughout every touch point and notice of the renewal cycle. At ARMA HQ, we recently implemented a comprehensive campaign with seven notices that all incorporate the identification of ARMA members as esteemed heroes of the information management profession. This theme also connects with the ARMA Live! conference theme for 2018, *The Power of i*, by using superhero references.

Also consider adding in a template for a renewal justification letter that the member can customize, sign, and give to their manager or supervisor to help show the value of their membership and their company's continued investment in it. Please reference the ARMA HQ renewal justification letter included in the renewal toolkit.

Ideally, the content and theme should be updated and revised after an established time period, such as one year. This will allow members to receive fresh communication that will help them take notice and answer the call to action to renew.

Lastly, create a list of those value trigger points, e.g., resources and benefits that really engage members, and include highlights of different ones in each notice. This will remind the member of the great benefits they receive as well as direct them to ones that they might not have discovered or explored yet and that will help confirm the positive value proposition of their continued membership.

We have included content from a few notices that are sent in our current automated renewal communication campaign to give you a feel of how you may craft your notices and letters and to consider incorporating in your campaign. We utilize several links to provide easy access for members to renew via their online profile at MyARMA, including a large button to get the member's attention and links to the benefits and resources we are highlighting.

We would enjoy hearing from the chapters about what they are doing and how they approach the renewal process with their members. Please reach out to us and share your great work!

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## Renewal Notice Email 2

Sent: 60 days before expiration

SUBJECT: Second Reminder: You are the ARMA Movement of IM Heroes – Renew today!

Dear FIRST NAME,

Thank you for being a valued part of ARMA International. Will you continue to advance your knowledge and expertise by [renewing your membership today](#) before it expires on DATE?

We hope that your answer is an enthusiastic “yes!” and that you remain a part of the **ARMA Movement of IM Heroes**. We want to ensure you have all the tools and resources you need to accomplish what you want and when you need it!

**Be an IM Hero. Renew today!**

Have you taken advantage of our newly **enhanced membership experience to help us help you?**

**Community:** You are part of an expansive and exclusive community of like-minded colleagues that empowers you to ask questions, gain knowledge, and thrive professionally. See how our [Mentorship Program](#) can help enrich your experience!

**Networking:** Build personal networks and enhance professional and leadership skills by attending the [ARMA Live! Conference](#), joining a [local chapter](#), or becoming a [volunteer](#).

**Resources:** You won't want to miss a single issue of [Information Management magazine](#) for timely articles about the industry's hottest topics. Explore new professional opportunities with access to our [CareerHQ](#). And for Professional Members, you now have free access to an [expansive library of free publications](#) available at your fingertips!

For additional assistance, questions, and payment options, please contact our Membership Team directly by [e-mail](#) or by phone at +1.844.565.2120 (U.S. and Canada) or +1 913.444.9174 3808 (outside of the U.S. and Canada).

Please take a moment to [renew today](#). Our community is stronger and more connected because of the valued support of members like you, and we look forward to serving you for many years to come.

Yours in IM Guardianship,  
Lia Shore  
Senior Manager, Membership

## Renewal Notice Email 3

Sent: 30 days before expiration

SUBJECT: Third Reminder: Don't retire the cape – Renew your ARMA Membership today!

Dear FIRST NAME,

You are part of a community of IM Heroes that inspires ARMA to grow and innovate to help you reach your professional goals. We hope you will [renew your membership](#) before it expires on MEMBERSHIP EXP DATE and continue to advance your career and the information management (IM) profession.

Every day, our organization works to provide you with a customized and energized member experience that will give you what you need to soar to new heights. Do you know about the many targeted resources we offer? Have you:

- **Attended an ARMA virtual conference?** These events give you exclusive access to highly-rated education sessions on various topics, including many of the best-rated sessions from our annual conference, in a live text-chat format with subject matter experts and solution providers.
- **Read ARMA's perspective of the profession?** It offers a [fresh and intuitive look](#) at the core concepts that are important to ARMA, its members, and the profession. This innovative approach helps guide industry organizations through the new IM/IG landscape with a critical foundation rooted in our standards and principles.

**As an ARMA member, you are part of a movement that is transforming the IM profession.** So, go ahead. Leap tall expectations in a single bound. Conquer the IM world. We'll be here as your trusty sidekick to work behind the scenes to give you the tools that will guarantee your achievement and ultimate victory! Does your supervisor or manager know about these powers? If not, let us help make the case for your membership and hero status.

**Be an IM Hero. Renew today!**

For additional assistance, questions, and payment options, please contact our Membership Team directly by [e-mail](#) or by phone at +1.844.565.2120 (U.S. and Canada) or +1 913.444.9174 (outside of the U.S. and Canada).

Please take a moment to [renew today](#). This is *your* ARMA International, and we look forward to continuing to serve you as a valued member of our community while we explore an exciting and empowered future together. And don't worry – your secret identity is safe with us!

Yours in IM Guardianship,  
Lia Shore  
Senior Manager, Membership

## Renewal Notice Email 5

Send: Day before expiration

SUBJECT: Final Reminder: Stop the clock – RENEW TODAY and conquer the IM world!

Dear FIRST NAME,

It's a bird. It's a plane. It's a... **please don't go!** You are running out of time to take your plans for professional development to the next level. We hope you will [renew today](#) before your ARMA membership expires on DATE

**Be an IM Hero. Renew today!**

ARMA provides you with a trusty roadmap that will take you on new conquests and connect you to the community, information, and opportunities that will help you build your own tactical repository of knowledge. You can count on us for these tools and resources:

- **A vibrant community of IM and IG colleagues and leaders.** Extend your connections and education with our network of more than 100 chapters, regional events, our [annual conference and expo](#), or the mentorship program.
- **24/7 access to education.** ARMA offers unparalleled education with a library of products that includes web seminars, job aids, online courses, IM and IG books, and our award-winning [Information Management magazine](#). Many resources are free for professional members.
- **The profession's leading standards and best practices.** ARMA leads the IM profession in developing standards and best practices, which provide a scalable framework for establishing and evaluating IM and IG programs.
- **Leadership and career development opportunities.** You can take your career to the next level by developing strategic and management skills as a leader at the local chapter, regional, or international level. You can also use our online [CareerHQ](#) to keep you in front of employers looking for candidates like you.

**When you remain a member of ARMA, you remain a part of a movement that is transforming the IM profession,** and we are here to support you along the path to your professional superpower goals.

That's right. You have always had the power: the power to inform, illustrate, innovate, and inspire. Are you ready to conquer the IM world and achieve career goals more powerful than a locomotive? Then make sure you [RENEW TODAY](#) to continue building your skills with precision and leaping tall expectations in a single bound.

Does your supervisor or manager know about these powers? If not, let us help make the case for your membership and hero status.

If there is [any way](#) we can help or if you need additional assistance, please contact our Membership Team by [e-mail](#) or by phone at +1.844.565.2120 (U.S. and Canada) or +1 913.444.9174 (outside of the U.S. and Canada).

We look forward to working together with you to continue as agents of change and Heroes of IM, and we can't imagine a day without you by our side, cape flying in the wind, soaring to new heights and achievements.

Yours in IM Guardianship,  
Lia Shore  
Senior Manager, Membership