

# ARMA New Member Process Timeline

Communication	Time in First Year Cycle	Distribution Method
Welcome to ARMA	Day 1 after joining	Automated email - Start Campaign
Welcome/Roadmap to the ARMA Membership Journey	Week 1	Packet by physical mail
Welcome Packet is on its Way/Visit Online + Tell us more about you	Day 4	Automated Email with survey
Invitation to Mentorship Program	Day 7	Automated Email
Welcome Committee Phone Call	Week 2	Phone Call by volunteers
Targeted Engagement with InfoStop 1: Discover	Week 2	Automated Email
Welcome to Your ARMA Chapter	Week 3	Email/Phone/Mail
Targeted Engagement with InfoStop 2: Learn	Week 3	Automated Email
Targeted Engagement with InfoStop 3: Engage	Week 4	Automated Email
Invitation to Free Chapter Event	Month 2	Email/Phone/Mail
Targeted Engagement with InfoStop 4: Connect	Month 2	Automated Email
Targeted Engagement with InfoStop 5: Assess	Month 3	Automated Email
Thank You for Joining	Month 3	Hand written note by mail
Targeted Engagement with InfoStop 6: Grow	Month 4	Automated Email
Check-in Postcard	Month 5	Vistaprint
Have you used your roadmap? Tell us about your journey!	Month 6	Automated Email with survey
Targeted Engagement with InfoStop End: Gateway to next journey	Month 7	Automated Email
Check-in Phone Call	Month 8	Phone Call by HQ staff/volunteers
First Renewal Notice (90 days)	Month 9	Renewal Automated Email
Second Renewal Notice (60 days)	Month 10	Renewal Automated Email
Third Renewal Notice (30 days)	Month 11	Renewal Automated Email
Renewal Appeal Call	Month 11	Phone Call
Fourth Renewal Notice (Day before)	Month 12	Renewal Automated Email
Fifth Renewal Notice (30 days after expiration)	Month 13	Renewal Automated Email
Sixth Renewal Notice (3 days before termination)	Month 14	Renewal Automated Email

**NOTE:**

Entries highlighted in blue represent Phase 2 opportunities for chapter collaboration