



Reinforcing the Personal Connection and Value of Membership: *Implementing a Holistic Renewal Communications Cycle*

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Re-envisioning the Member Renewal Cycle

Our Goal:

Provide an exceptional membership experience

Our Strategy:

Increase the size and engagement of membership

Our Tactic:

Track, assess, monitor, and improve member communications and interaction throughout the entire lifecycle

The Numbers:

- ✓ Industry benchmark for median renewal rate of associations = 84%
- ✓ Average rates for ARMA in the last seven years: High = 74%, Low = 66%
- ✓ Plan to increase touchpoints will help us get closer to industry benchmarks
- ✓ This will also cause an increase in members' average tenure





Why do we need a personalized approach?

- ❖ Focus on the member's perspective: renewing is a *personal* experience and decision
- ❖ Messaging that “speaks” to the members and reinforces their importance to ARMA through a personal and powerful connection will:
 - ✓ Serve as a reminder of the benefits we bring to the member's personal and professional lives
 - ✓ Empower the member and their decision to renew
 - ✓ Convey our appreciation in a sincere manner for their commitment and support of ARMA
- ❖ Conversational tone makes the renewal enjoyable and not just a business transaction
- ❖ FACT: The decision to renew is not made with just the receipt of an invoice.



Renewal Communications 101

- ❖ Effective renewal communication cycles take place over more than a few months
 - ✓ The majority of associations (36%) start the renewal cycle 90 days before the expiration date
 - ✓ A large number stop the renewal cycle at 2-3 months after expiration.
 - ✓ Associations with a renewal rate of 80% or higher offer grace periods for an average of 2-3 months
- ❖ Institute a full plan with multiple touch points that can be executed but that will not oversaturate
- ❖ Use diverse methods and mediums of communication with a personal touch
 - ✓ The three most popular in order: email, direct mail, and outreach calls
 - ✓ FACT: Associations with the highest renewal rates use phone calls as part of the process
 - ✓ Email generates the most renewals, followed by direct mail, staff calls, and peer member calls



Renewal Communications 101

- ❖ Unite and coordinate your renewal communications messaging
 - ✓ Recruitment, engagement, and HQ content
- ❖ Each touch point should be different but part of the same overall theme
 - ✓ Content primarily but can also include the look/design of direct mail and email
- ❖ Make the renewal process EASY!
 - ✓ Include simple instructions/directions on where and how to renew
- ❖ Ensure written notices have the same tone as a conversation and do not read like a sterile invoice



Renewal Communications 101

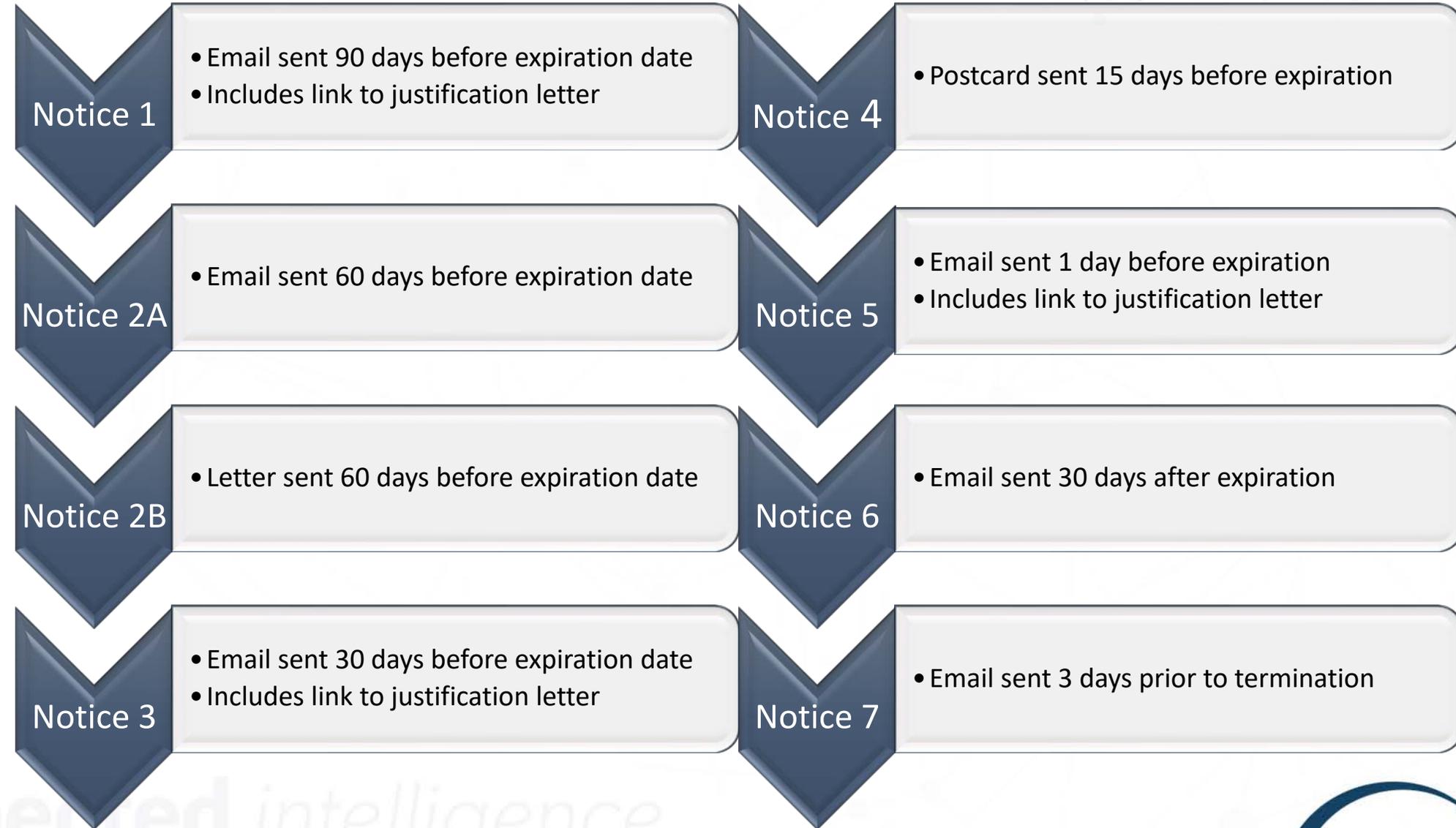
- ❖ Personalize the greeting with the member's first name
- ❖ Connect personally and aim to build relationships
- ❖ Include a short list of highly impactful benefits and customize to the member
 - ✓ TIP: Brainstorm and identify a list of your chapter's top benefits (ideally from member feedback)
- ❖ Do not forget to thank the member for their support and make them excited about the coming year!
- ❖ Automated email campaigns reduce time and improve tracking
- ❖ Evaluate after a set amount of time and redeploy



ARMA HQ Enhanced Cycle

- ❖ Expanded and revised communications cycle to personalize and energize
- ❖ Shifting to a more progressive cycle that includes:
 - ✓ An automated email campaign that includes seven (7) notices throughout the renewal window
 - ✓ A minimum of one (1) direct mail piece
 - ✓ A strategy to reach members by phone
- ❖ Highlights of new communications approach:
 - ✓ Utilizing a central theme but with varying content for each that aligns with our other messaging
 - ✓ Incorporated more “what have we/what can we do for you”
 - ✓ Included multiple calls to action to “Renew Today” and direct links and button to profile
 - ✓ Created and embedded a membership renewal justification letter template

ARMA HQ Renewal Cycle Outline





Chapter Engagement and Collaboration

- ❖ Collaboration to include chapters in the HQ renewal process
 - ✓ Goal = Fully connect new members with their local chapter and increase retention rates
 - ✓ Future Goal = Learn about chapter member renewal outreach call process and how it can tie into both HQ and chapter campaigns to ensure a personal touch
 - ✓ Coordinated plan that enhances existing chapter renewal and retention efforts
- ❖ ACTION PLAN: Steps you can take as a Chapter Leader!
 - ✓ Use templates, samples, and guidance in this toolkit
 - ✓ Outline retention efforts with the board and review regularly during meetings
 - ✓ Use a current member roster list (always available for download at www.arma.org)
 - ✓ Reach out



Future Considerations and Enhancements

- ❖ Associations with renewal rates that are 80% or higher are more likely to offer renewal payment plans, such as monthly or quarterly
- ❖ Associations that offer an early renewal discount or incentive are more likely to see an increase in renewal rates
- ❖ Tune in and be sensitive to the top reasons why members do not renew and work to mitigate challenges
 - ✓ Lack of engagement with the organization
 - ✓ Could not justify membership costs with value and ROI
 - ✓ Left the profession or retiring
 - ✓ Employer will not pay or stopped paying dues (HQ solution: renewal justification letter)
- ❖ Saving list of members that did not renew by termination to place into lapsed member campaign
 - ✓ Postcard at 30 days after termination
 - ✓ Full development of automated campaign – fewer and less frequent touch points

Renewal Communications Toolkit

A complete package of tools are available at Chapter Central and include:

- ❖ Best practices and HQ overview presentation
- ❖ Renewal communications cycle timeline graphic
- ❖ Sample renewal notice content and template
- ❖ Renewal justification letter template
- ❖ Chapter Leader Action Plan



**An engaged member is a
RETAINED MEMBER!**

Questions or Comments?

