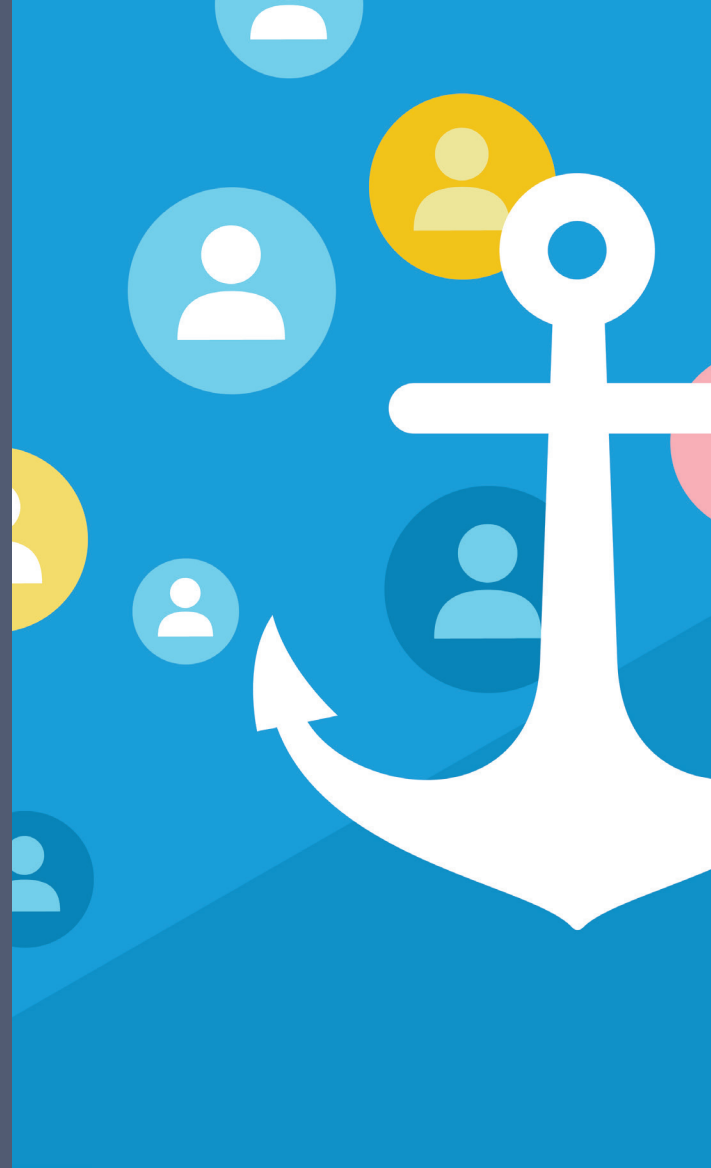


Membership Retention Kit

Sample Content Templates

As you're reading:

Use the sample email and letter templates provided in this complementary PDF as a reference. Easily customize each section to best communicate with your members!



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New member welcome

Email template 1

Dear **[First Name]**,

Welcome to **[Organization]**! We're glad you've chosen to invest in your **[industry or community]** through your membership in **[Organization]**, and we hope you take advantage of all the services we offer our members.

The information that you provided on your membership application has been entered into our database so that we can better serve your needs. To activate many of your benefits, please login to the members-only section of our website **[portal login credentials link]**.

- **Username:** **[New member's username]**
- **Password:** **[Link to reset password]**

From the members-only portal of our website, you can **[edit as necessary]**:

- Review your contact information for accuracy.
- Request more information on opportunities to promote your business through advertising or event sponsorships.
- Express interest in serving on networking, educational, or other committees.
- Receive information about an upcoming educational or networking programs.
- Utilize the job bank to post and review job openings.
- Create e-coupons to promote specials, discounts, and free offers to the public.

At any time, you may use **[portal login credentials link]** to update your membership listing, view and pay any open invoices you may have, review the referrals to your business, search our directory for other members, view the **[chamber or association]** event calendar or community calendar, take a current survey, and update your preferences.

We value your membership with **[Organization]** and look forward to providing you with access to the latest industry news and developments, ongoing advocacy, professional networking and training opportunities, and ultimately, helping you grow your business.

Sincerely,

[Name]

[Title]

New member welcome

Email template 2

Thank you for joining **[Organization]**! We appreciate you trusting us with your membership investment.

What is the **[chamber or association]**?

- A membership organization of more than **[membership size]**
- The voice of business and the keeper of the vision for our **[community or industry]**
- Nearly **[number]** staff serving you through **[number]** marketing channels, **[number]** committees, and **[number]** programs designed to **[enhance business in the region / foster the development of the industry]**.

What's in it for you and your business?

- Sales, marketing, and promotion opportunities through advertising and sponsorship programs, which deliver a high return and targeted audiences.
- Business development and networking opportunities for business leads (and a membership directory available for your use).
- Educational and training opportunities, and resources for small businesses and large industry alike.
- Inside access to the latest **[community or industry]** news and developments.
- Representation at the local, state, and national level on issues affecting **[business and infrastructure needs for our communities / industry-related needs]**.
- And more!

How do I put my membership to work?

- Login to **[website URL]** and explore the members-only portal of our website. *Use your login to access the members-only section.*
 - **Username:** **[New member's username]**
 - **Password:** **[Link to reset password]**
- Attend a new member reception for a crash course in the return on your investment and plenty of tips for resources through your membership.
- Call us anytime! A member of our staff will answer questions or visit with you in person.

We welcome you to the **[chamber or association]** and look forward to watching your business grow in the coming year. Thank you for your membership with the **[Organization]**!

[Name]

[Title]

New member welcome

Email template 3: Chairman of the Board

Welcome to **[Organization]**!

We applaud you for making this important investment in your business. As **[one of the top one percent of chambers in the U.S. / as one of the leading associations in the NAME industry]**, we will do all we can to help you promote your business.

The **[chamber's or association's]** leadership continues to be aggressive and innovative in offering programs that impact every member. This year, we pledge to focus on four very important topics:

[Include a bulleted list of the organization's mission. Examples include:]

- We will work to build business through job creation and expansion.
- We will protect business and represent members' interests with our elected officials at the local, state, and federal levels.
- We will work to enhance the small business climate and deliver quality business-building events and services to our members.
- We will work collaboratively with other local and/or industry-related organizations and government officials to address regional priorities and drive growth and prosperity throughout **[region or industry name]**.

[Organization] strives to achieve a vision of quality growth and opportunity, while serving as the voice of business, **[promoting and initiating responsible economic growth / fostering the growth and development of the INDUSTRY]**, and addressing community challenges in the **[LOCATION NAME area and the region / advocating and addressing challenges within the industry]**. In short, growing business and building community are the reasons **[MEMBERSHIP SIZE organizations / individuals]** support us with their membership.

Thank you for being one of them. We appreciate your support.

Sincerely,

[Name]

[YEAR Chairman of the Board]

Sample handwritten note

Dear **[First Name]**,

I wanted to take the time to personally welcome you to **[Organization]**! I know that your membership investment is going to present you with numerous opportunities to promote your business, gain inside access to industry information and news, and attend events geared toward education and training, professional development, and networking.

To get started, please join us for a new membership orientation on **[date and time]**, where we will formally introduce you to all of your membership benefits, ways you can get involved, and upcoming events. We want you to feel at home with us, and I can't wait to see you there!

Kindest regards,

[Representative name]

[Contact information]

90 days before renewal date

Email template

Dear **[First Name]**,

First and foremost, we want to thank you for your continued investment with **[Organization]**. Without your loyalty and support, we would not be able to continuously provide our members with valuable benefits and actively develop our **[community or industry]**. Put simply, you make what we do possible.

Can you believe that it's been 9 months since you first joined? Since that time, your membership has enabled us to accomplish so many initiatives:

1. We were able to ...
2. We held our **[event]** ...
3. We developed **[initiative]** ...

We hope you've been able to personally benefit from your membership with **[Organization]**. If not, let us fix that right away! Call **[representative name]** at **[phone number]**, or email **[him or her]** at **[email address]** to see how we may better meet your needs.

If, like most of our members, you are satisfied with your membership, consider renewing now at **[renewal URL]**. Your early renewal will help us plan for next year's programming. Make sure to let us know if you have any suggestions. We'd love to hear your feedback!

Kind regards,

[Name]

[Title]

45 days before renewal date

Letter template

Dear **[First Name]**,

First and foremost, we want to thank you for your continued investment with **[Organization]**. Without your loyalty and support we wouldn't be able to continuously provide our members with valuable benefits and actively develop our **[community or industry]**. Put simply, you make what we do possible.

This is a friendly reminder that your membership is up for renewal. If you've already sent in your renewal, thank you! If not, remember, we offer several different payment options for your convenience. You can see available methods of payment at the end of this letter.

Every day our **[chamber or association]** works hard to enhance the **[local community or industry]** in which we serve, as well as work collaboratively with other local and/or industry-related organizations and legislative officials to address challenges and drive growth, represent and advocate for your best interests, and provide member value-added benefits to your organization.

Over the course of the past year, your membership has enabled us to accomplish so many initiatives.

1. We were able to ...
2. We held our **[event]** ...
3. We developed **[initiative]** ...

We've included a copy of our **[year]** Annual Report so that you can see what else we've been able to achieve this year. In addition to these undertakings, we've also had the opportunity to create value and promote growth specifically for your business/organization. We've enclosed a copy of your **[year]** Referral Report so that you can see firsthand how many times your business was referred during the year.

Looking ahead, we can't wait to accomplish even greater things for our members and our **[community or industry]**. In the coming year, we're excited to:

1. Launch a program to ...
2. Continue advocacy efforts ...
3. Enhance member value by ...
4. Collaborate with ...

Again, thank you for your loyalty to **[Organization]**. We look forward to continuing our relationship and partnering with you for years to come. For your convenience, on the following page we've included several different payment options. If you have any questions regarding your membership, benefits, or renewal, please give us a call at **[phone number]**.

Regards,

[Name]

[Title]

Payment options

Make secure debit/credit card payments online via the members-only portal. *Easily pay your dues online at **[Renewal URL]**.*

1. Simply click on the "Membership" tab and select "Member Login" from the drop-down menu.
2. Login with your username and password to access your account and make a payment.
 - Username: **[Member username]**
 - Password: **[Link to reset password]**

Make a payment by mail. *Send a check for your outstanding membership dues to us at:*

[Organization address]

We've enclosed a self-addressed stamped envelope for your convenience.

Total membership dues: [dollar amount]

Due by: [Date]

15 days before renewal date

Email template

Dear **[First Name]**,

Your **[Organization]** membership expires **[date]**, and we sincerely hope that you will join us for another outstanding year of great programs and professional development.

Good news! There's still time to renew, and it's as easy as ever with these options:

1. Click on this link, **[renewal URL]**, and follow the prompts.
2. We will have a table set up at the **[date(s)]** meetings to accept your renewal payment.
3. Print and complete the attached form, and mail it in with your payment.

More good news! This year we have an extra incentive for you to renew your membership by **[date]**. If your renewal form and payment are received by **[date]**, you will be entered into a drawing for a **[offering]**!

[Organization] values you and helps you meet your professional goals in several ways, including...

- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**

Please let us know if you have questions or concerns.

Sincerely,

[Name]

[Title]

Expiration day

Email template

Dear **[First Name]**,

It's been a year since we first met you, and we're looking forward to many more years! Did you know that your **[Organization]** membership expires today?

Please don't let your membership lapse! There are better options than paying an additional **[dollar amount]** to attend monthly events as a guest (guest rate is **[dollar amount]**) or rejoining at the new member rate of **[dollar amount]**.

The good news is, there's still time to renew!

1. Click on this link, **[renewal URL]**, and follow the prompts.
2. Call us at **[phone number]** and we'll renew your membership over the phone with a credit card.

Remember, **[Organization]** values you and helps you meet your professional goals in several ways, including:

- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**

Please let us know if you have questions or concerns. We're here to serve you!

Best regards,

[Name]

[Title]

90 days past renewal date

Email template

Dear **[First Name]**,

First and foremost, we want to thank you for your membership with **[Organization]**. According to our records, your membership fee is currently **90 days past due**, and we don't want to lose you! We greatly value your support, so we're reaching out one last time to ensure continuation of your membership benefits.

[Organization] values you and helps you meet your professional goals in several ways, including:

- **[Benefit highlight]**
- **[Benefit highlight]**
- **[Benefit highlight]**

In order to renew your membership, full payment in the amount of **[dollar amount]** must be received within 10 days from the date of this email. If your payment is not received by this date, we will assume that you wish to discontinue your membership.

Please contact **[representative]** at **[phone number]** if you have any questions or if there's anything we can do to help.

Best regards,

[Name]

[Title]

Member drop

Email template

Dear **[First Name]**,

You will be missed!

We regret to inform you that your membership with **[Organization]** has been cancelled.

We want you to be informed that as a result of your non-membership status, your **[business or organization]** will no longer have access to the many benefits of a **[chamber or association]** membership, including:

- **[Benefit example: Networking opportunities]**
- **[Benefit example: Education, training, and certification]**
- **[Benefit example: Business and industry development]**
- **[Benefit example: Legislation]**

Please know that your business and participation with **[Organization]** are always welcome, and that it's the investment from **[organizations or individuals]** like you that allow us to better serve our **[community or industry]**.

In the coming year, we are excited to take on many new initiatives, including:

1. Launch a program to...
2. Continue advocacy efforts by...
3. Enhance member value by...
4. Collaborate with...

We want you to be able to take advantage of these initiatives, as well as the many other benefits we aim to provide.

If you have any questions or want to discuss rejoining the **[chamber or association]**, please don't hesitate to give us a call. You can reach us at **[phone number]** or **[email]**.

Best regards,

[Name]

[Title]