

Cancellation and Expiration: Easy-To-Use Scripts to Save Memberships

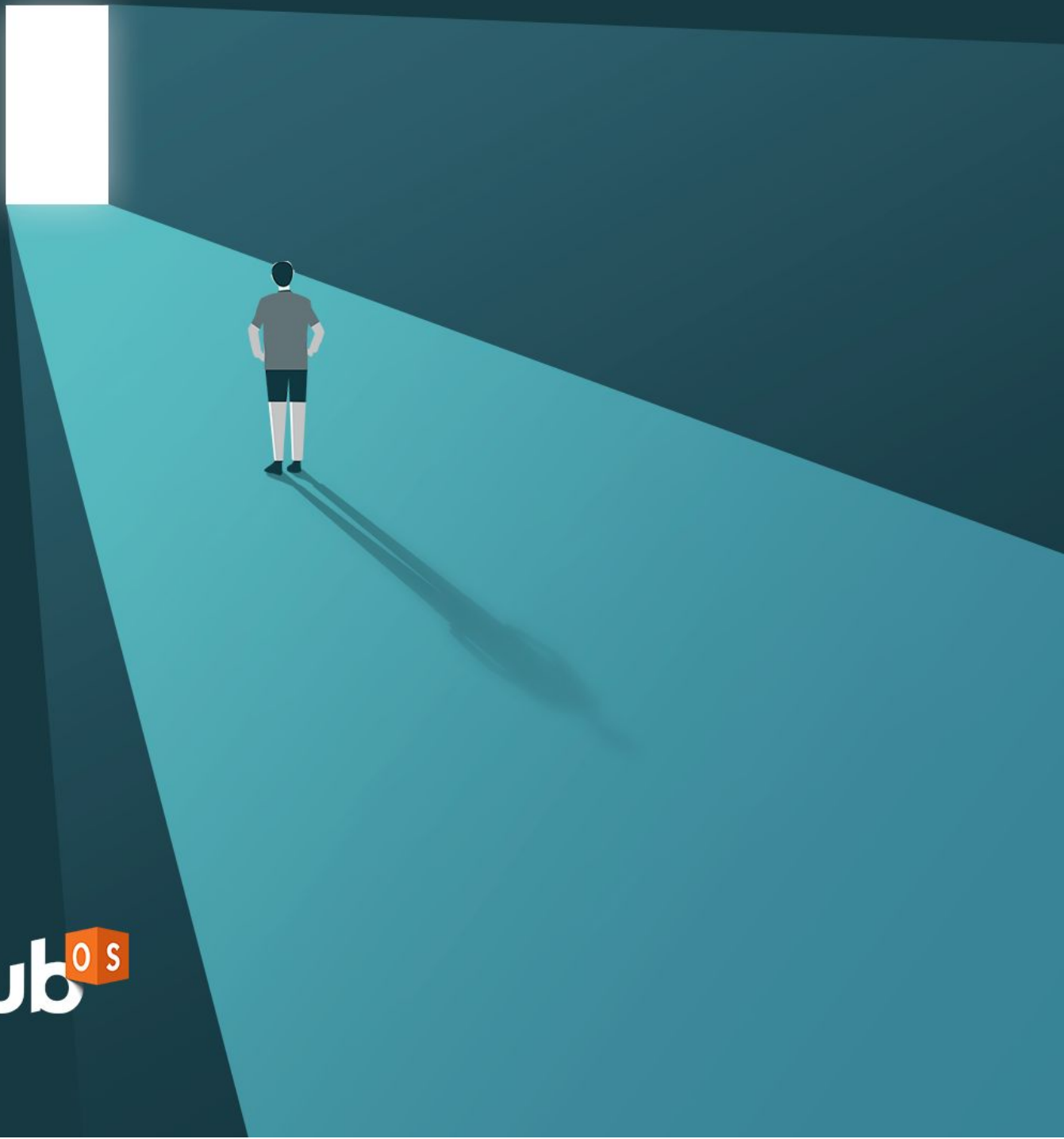


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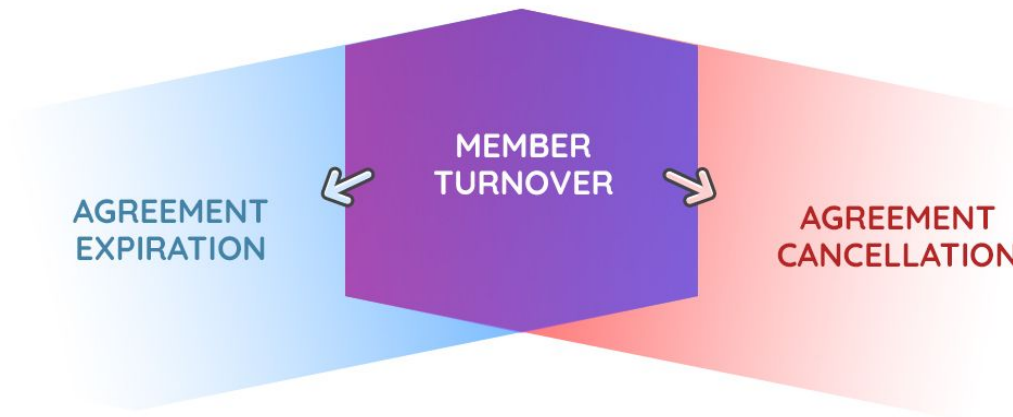
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Why Reach Out?

Member churn is a costly reality of the fitness industry. Beyond the initial loss of membership revenue, clubs have no choice but to devote valuable time and money to identifying prospects, a fraction of which will successfully convert to members. Only then will the club begin recouping lost revenue.

Member turnover can be divided into two categories:



Agreement Expiration

A member reaches the end of the agreement contract period and does not request to renew the agreement.

Agreement Cancellation

A member requests to terminate their agreement before the contract period has concluded or once it has converted to month-to-month billing.



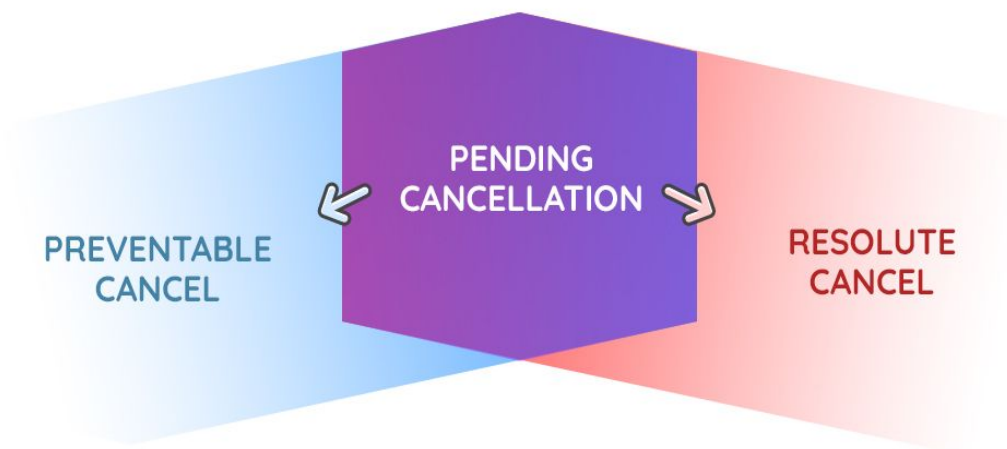
The solution? Dedicated follow-up workflows designed to contact and save members before they're lost. This e-book explores both **agreement cancellations** and **agreement expirations**, providing reach out strategies and pre-made follow-up scripts that can be implemented into a club's member retention workflows.

Section A

PENDING CANCELLATION

A member is pending cancellation when they have submitted a cancellation request but have not yet reached their final cancellation date. During this period, the member still has access to the gym until the cancellation date is reached.

Pending Cancellations can be divided into two categories:



Preventable Cancellation

A cancellation request motivated by a frustration that club staff could realistically alleviate. This could be a member's failure to progress towards fitness goals, the financial burden of membership, or dissatisfaction with the staff or the facilities. Whether the member knows it or not, they're opening an opportunity for club staff to intervene and save the membership.

Resolute Cancellation

1. A cancellation request motivated by an outside factor that gym staff have no control over, such as job loss, relocation, or unexpected family events.
2. A cancellation request motivated by a frustration club staff can alleviate, but the member is firm in their decision.

Pending Cancellation - Follow-Up #1

The first follow-up with a pending cancellation should focus on determining the member's type of cancellation. Are they a **preventable cancellation** and you can save the membership, or are they a **resolute cancellation** and can't be won over? A great way to determine a member's cancellation type is through an **exit interview**: a short in-person meeting to discuss the member's experience and determine the cause of cancellation.



Note: If the member identified themselves as a **preventable cancellation** or **resolute cancellation** during the initial cancellation request, skip directly to follow-up #2.

1 . Pending Cancellation: Schedule Exit Interview



Phone: Hey {{recipient-first}}, this is {{employee-name}} with {{location-name}}. We have received your cancellation request. You'll continue to have access to the club until **(enter expected cancellation date)**. We're always looking to improve our club and would love the chance to discuss your experience. Let's schedule a brief meeting for this week. This conversation typically lasts under ten minutes and is a huge help to our team! Is there a time between **(enter time range)** on **(enter available days)** that would work best?



Email: Hey {{recipient-first}}, We have received your cancellation request. You'll continue to have access to the club until **(enter expected cancellation date)**. We're always looking to improve our club and would love the chance to discuss your experience. Please review the availability below to schedule a one-on-one with a team member. This conversation typically lasts under ten minutes and a huge help to our team! **(Enter Availability below)**



Text: {{recipient-first}}, we received your cancellation request. You'll continue to have access to the club until **(enter expected cancellation date)**. We want to hear about your experience! Please give us a call at {{location-phone}} to schedule a brief meeting with a team member to review your feedback.

Pending Cancellation - Follow-Up #2

The second follow-up is dependent on the response, or lack thereof a response, you receive from the member to your first reach out. Follow-Up #2 is divided into **four follow-up categories**.

1. Follow-Up #2: No Response, 2nd Attempt



The member did not reply to the first follow-up. Avoid referencing their lack of response. Guiltting a member is more likely to push them away than prompt a reply. Instead, reinforce your sincere request to hear their feedback.



Phone: Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out in regards to your cancellation request. While we never want to see a member leave, we recognize it's an opportunity to improve as a club. We want to hear about your experience! That way, if you decide to rejoin in the future you'll find our gym better than ever. Let's schedule a brief meeting. I'm available **(enter days)** from **(enter times)**. What time works best for you?



Email: Hi {{recipient-first}}, I'm reaching out in regards to your cancellation request. While we never hope to see a member leave, we recognize it's an opportunity to improve as a club. We want to hear about your experience! That way, if you decide to rejoin in the future you'll find our gym better than ever. Let's schedule a brief meeting this week to discuss your time with our club. I'm listing my weekly availability below. Please let me know which time you'd like to come in! **(enter availability)**



Text: {{recipient-first}}, we're sorry to see you go! We'd love the opportunity to discuss your experience, so we can improve as a club. Please reply to this text or call {{location-phone}} to schedule a one-on-one with a team member this week!

2. Follow-Up #2: Exit Interview Scheduled

The member replied to the initial reach out and scheduled an exit interview. Increase the likelihood that the member will attend the appointment by including **three elements** in your reply:



- **Confirmation of the appointment**
- **Excitement for the opportunity**
- **Gratitude to the member**

Note: Whether the member books an exit interview after one follow-up or a dozen, use these scripts to confirm the booked appointment in your reply.



Phone: Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm giving you a quick call to confirm our appointment on **(enter date)** at **(enter time)**. I'm excited to discuss your experience in our club. We appreciate you taking time to help us improve our overall member experience. If you have any questions before our meeting, don't hesitate to reach out at {{location-phone}}. Thank you!



Email: Hi {{recipient-first}}, this is a confirmation email for our appointment on **(enter date)** at **(enter time)**. I'm excited for the opportunity to discuss your experience at our club. We appreciate you taking time to help us improve our overall member experience. If you have any questions before our meeting, don't hesitate to reach out @ {{location-phone}} or reply to this email.



Text: {{recipient-first}}, your appointment with {{employee-first}} is at **(enter time)** on **(enter date)**. We're looking forward to seeing you! Please call {{location-number}} if you have any questions. Thank you!

3. Follow-Up #2: Resolute Cancel, No Exit Interview

The member replied to the first follow-up and expressed their resolute intent to cancel. Additionally, they are not interested in scheduling an **exit interview**. To avoid losing insightful feedback, consider building a brief questionnaire of your most need-to-know questions. Feedback learned from a leaving member could prevent further cancellations in the future. Google Forms is a free and easy-to-use way to build questionnaires.



Phone: Hello {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling because you've indicated you're cancelling your membership due to **(enter reason)**. We appreciate your feedback and are hoping to hear more about your experience. I'll be emailing a Google Form to your listed email address: **(enter member email address)**. The questionnaire usually takes less than ten minutes to complete. Thank you!



Email: Hello {{recipient-first}}, I'm reaching out because you indicated you're cancelling your membership due to **(enter cancellation cause)**. We appreciate your feedback and are hoping to hear more about your experience. Below is a link to a Google Form with a few questions about your time as a member: **(enter Google Form link)**. I'd really appreciate if you could provide feedback on any of the questions provide. The questionnaire usually takes less than ten minutes to complete.



Text: {{recipient-first}}, we're sorry to see you go! We'd love to hear about your experience. Please consider completing our brief member feedback survey. It typical takes less than ten minutes and helps make us better! **(enter link to Google Form)**

4. Follow-Up #2: Preventable Cancel, No Exit Interview

The member replied to the first follow-up and their expressed reason for cancellation was identified as preventable. However, they are not interested in scheduling an exit interview. Don't give up yet! Incentivize the member to schedule an appointment by telling them how you can help. In your follow-up convey **three points**:



- Understanding of cancellation reason
- A possible solution
- Importance of an exit interview



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I understand you've requested to cancel your membership due to **(enter cancellation cause)**. We pride ourselves on responding to member needs. I'd love the opportunity to discuss how **(enter possible solution)** could improve your overall member experience. Let's find time this week to meet and discuss options. I'm available **(enter dates)** from **(enter times)**.



Email: Hi {{recipient-first}}, I understand you've requested to cancel your membership due to **(enter cancellation cause)**. We pride ourselves on responding to member needs. I'd love the opportunity to discuss how **(enter possible solution)** could improve your overall member experience. Let's find time this week to meet and discuss options. I'm available **(enter dates)** from **(enter times)**. Please let me know which time slot you prefer!



Text: {{recipient-first}}, we've received your cancellation request due to **(enter cancellation cause)**. We always aim to work with our members to better their member experience. Give us a call @ {{location-phone}} to discuss ways to improve your membership!

Pending Cancellation Follow-Up #3

The third follow-up is dependent on the response, or lack thereof a response, you receive from the member. Follow-up #3 is divided into **three follow-up categories**.

1. Follow-Up #3: No Response, 3rd Attempt

It's time to get vaguely specific (oxymoron intended). Though you may have few details about why the member is requesting to cancel, sell the importance of an exit interview as an opportunity to discuss options.



Phone: Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out today because we received your cancellation request. We take each cancellation seriously and schedule brief meetings with departing members to hear their concerns. Often, we're able to offer solutions for member frustrations and avoid the need for cancellations. We'd love to discuss your experience and see if there's a solution that would work for you. Are you available this week on **(enter dates)** from **(enter times)**?



Email: Hi {{recipient-first}}, We take each cancellation seriously and schedule brief meetings with departing members to hear their concerns. Often, we're able to offer solutions for member frustrations and avoid the need for cancellations. We'd love to discuss your experience and see if there's a solution that would work for you. I'm listing my availability below. Please let me know which time slot works best! **(enter availability)**



Text: {{recipient-first}}, we take all cancellation seriously. We'd love to discuss your experience and see if there's a solution that would work for you. I'm listing my availability below. Please let me know which time slot works best! **(enter availability)**

2. Follow-Up #3: Preventable Cancel, No Exit Interview

In the second follow-up, a possible solution to the member's frustration was presented. If the member opted either to not schedule an exit interview or did not reply all together, then your next follow-up should reinforce the **presented solution PLUS offer added value**.

For example, if a member is frustrated by a lack of results, your **solution** can be a free consultation with a trainer to outline a workout plan. Then, your **added value** can be three free PT workouts. The trainer consultation renews the member's confidence in their fitness plan; the PT workouts deepen their engagement with the club.



Phone: Hello {{recipient-first}}, this is {{employee-name}} with {{location-name}}. I'm reaching out to discuss how **(enter solution)** can improve **(enter cancellation cause)**. We value your membership and would love to meet to discuss your options. If you schedule a one-on-one meeting this week, you'll receive **(enter added value)** as a thank you! I'm in the club from **(enter availability)**. What time would work best for you?



Email: Hello {{recipient-first}}, I'm reaching out to discuss how **(enter solution)** can improve **(enter cancellation cause)**. We value your membership and would love to meet to discuss your options. If you schedule a one-on-one meeting this week, you'll receive **(enter added value)** as a thank you! I'm in the club from **(enter availability)**. What time would work best for you?



Text: {{recipient-first}}, we'd love to discuss how **(enter solution)** can improve **(enter cancellation cause)**. As a thank you, you'll receive **(enter added value)**. Give us a call @ {{location-phone}} to schedule an appointment this week!

3. Follow-Up #3: Resolute Cancellation, No Exit Interview

In the second follow-up, the member was sent a brief questionnaire to provide feedback. If the member opted to not complete the questionnaire or did not reply all together, then your next follow-up should reinforce the **value of feedback PLUS offer an added incentive**. This can be a small Visa gift card or a complimentary club product like water bottles, tees, or supplements.



Phone: Hello {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling because you've indicated you're cancelling your membership due to **(enter reason)**. The best way for us to grow as a club is through member feedback. I'll be emailing a Google Form to your listed email address: **(enter member email address)** and hope you'll consider filling it out. The questionnaire takes less than ten minutes to complete, and you'll receive a **(enter incentive)** as a thank you.



Email: Hello {{recipient-first}}, You've indicated you're cancelling your membership due to **(enter reason)**. The best way for us to grow as a club is through member feedback. Below is a link to a Google Form with a few questions about your member experience. The questionnaire takes less than ten minutes to complete, and you'll receive a **(enter incentive)** as a thank you. We can't wait to hear from you! **(enter Google Form Link)**



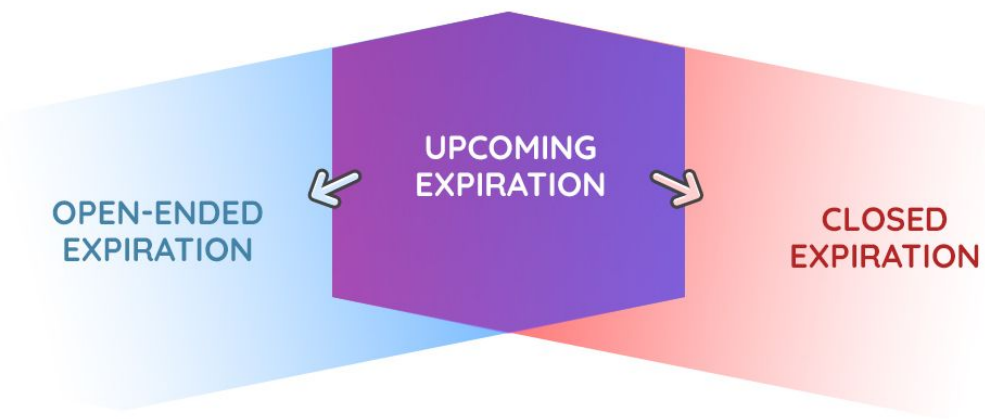
Text: {{recipient-first}}, below is a link to a Google Form with a few questions about your member experience. The questionnaire takes less than ten minutes to complete, and you'll receive a **(enter incentive)** as a thank you! **(enter Google Form Link)**

Section B

Upcoming Expiration

A membership expires when it reaches the end of its contract period. While cancellations are the result of a direct action on the part of the member (requesting to end their membership), expirations are due to a member's inaction (failing to renew their membership). This places the responsibility of action on club staff. They must determine whether or not to seek an agreement renewal with the member.

Expiration of member agreements typically falls within two major categories:



Open-Ended Expiration

The member's agreement has a set contract period. If the agreement is not renewed by the expiration date then the membership converts to a month-to-month membership. The member continues billing until they request to cancel their agreement. While the member is no longer under contract, this expiration type does not immediately result in a loss of revenue for the club.

Closed Expiration

The member's agreement has a set contract period. If the agreement is not renewed by the expiration date then the membership is terminated, and the member is no longer liable for dues. This expiration type results in a loss of revenue for the gym.

Should You Contact?

Unlike cancellations, conducting follow-ups with members facing expiration isn't always a given. In fact, at times it can do more harm than good. The decision to contact a member with an upcoming expiration date is dependent on which type of expiration category they belong in.



If the member falls within the **closed expiration** category, staff have an imperative to secure an agreement renewal before the expiration date. This is because expiration will terminate the agreement and the revenue from this membership will be lost. **Closed expiration** members should be placed into a follow-up schedule until a membership renewal appointment is scheduled.

This sort of certainty is not true for **open-ended expiration**. This is because once the original contract period expires, the membership is automatically converted to a month-to-month billing schedule. The revenue is not lost. While signing the member to another year-long contract provides security for the club, there's no guarantee the member will agree to renewal. In fact, contacting the member about an upcoming expiration may trigger a cancellation request. Before contacting members with **open-end expirations**, consider the following questions:



How frequently are they checking into the gym?

Are they engaged in the club? Do they attend events?

Are they in group or private training?

Have they expressed ongoing frustration with the facility, the staff, or the price?

Infrequent check-ins, low club engagement, and open frustration with its services or staff identify a member as a high cancellation risk. In these situations, avoiding contact with the member and allowing their membership to convert to a month-to-month agreement may be a better option.

Upcoming Expiration Follow-Up #1

If the expiring member is identified as likely to renew their membership agreement, reach out with a focus on scheduling a renewal appointment.



1. Follow-Up #1: **Renewal Appointment**



Phone: Hi {{Recipient-First}}, this is {{employee-name}} with {{location-name}}. I'm calling today to let you know it's time to renew your membership agreement. We've loved having you as a member and want to make sure you continue to build on the success you've already found! Let's go ahead and schedule your renewal appointment for this week. Is there a time between **(enter time range)** on **(enter available days)** that would work best for you?



Email: Hi {{Recipient-First}}, this is {{employee-name}} with {{location-name}}. It's time to renew your membership agreement. We've loved having you as a member and want to make sure you continue to build on the success you've already found! Let's go ahead and schedule your renewal appointment for this week. Is there a time between **(enter time range)** on **(enter available days)** that would work best for you?



Text: Hi {{recipient-first}}, it's time to renew your membership! We want to keep working with you to achieve your fitness goals. To prevent a lapse in service, please give us a call @ {{location-phone}} to schedule your renewal appointment!

Upcoming Expiration Follow-Up #2

The second follow-up is dependent on the response, or lack thereof a response, you received from the member. Follow-up #2 is divided into **three follow-up categories**.

1. Follow-Up #2: No Response, 2nd Attempt



The member did not reply to the initial reach out. Avoid referencing their lack of response. Guiltting a member is more likely to push them away than prompt a reply. Instead, reinforce the value of renewal.



Phone: Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today to let you know your membership is close to expiring. We really value you as a member and love being a part of your fitness journey! Let's schedule a time this week to sit down and discuss your renewal options. I'll be in the gym **(enter available days)** from **(enter available times)**. When would you like to come in?



Email: Hi {{recipient-first}}, I'm reaching out because your membership is close to expiring. We really value you as a member and love being a part of your fitness journey! Let's schedule a time this week to sit down and discuss your renewal options. I'll be in the gym **(enter available days)** from **(enter available times)**. When would you like to come in?



Text: Hi {{recipient-first}}, your membership will expire in **(enter # of days)**. Please give us a call @ {{location-phone}} to schedule a renewal appointment or reply with a suggest meeting time. We'll do our best to accommodate!

2. Follow-Up #2: Renewal Appointment Scheduled

The member replied to the first follow-up and scheduled a renewal appointment. Your reply should focus on confirming the appointment. Ensure the appointment date and time are included in the follow-up.



Note: Whether the appointment is booked after one follow-up or a dozen, use these scripts to confirm the appointment in your reply.



Phone: Hello {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm giving you a quick call to confirm our membership renewal appointment on **(enter date)** at **(enter time)**. We're excited to continue working with you and see the success you'll find over the next year! If you have any questions before the meeting, don't hesitate to reach out @ {{location-phone}}. Thank you!



Email: Hello {{recipient-first}}, This is a confirmation email for your membership renewal appointment on **(enter date)** at **(enter time)**. We're so excited to continue working with you and can't wait to see the success you'll find over the next year! If you have any questions before our meeting, don't hesitate to reach out @ {{location-phone}}.



Text: {{recipient-first}}, your membership renewal appointment is coming up! We'll see you on **(enter date)** at **(enter time)**. If you have any questions, give us a call @ {{location-phone}}!

3. Follow-Up #2: Cancellation Request

The member responded to the first follow-up by requesting to cancel their membership. Immediately move them to the **pending cancellation** workflow (**Pg. 2**). The first step is to identify if they are a **resolute cancellation** or a **preventable cancellation**.



Upcoming Expiration Follow-Up #3

The third follow-up is dependent on the response, or lack thereof a response, you received from the member. Follow-up #3 is divided into **three follow-up categories**.

1. Follow-Up #3: No Response, 3rd Attempt

The member has now failed to respond to two reach outs. Re-evaluate the necessity of following up. If they are an **open-ended expiration**, you may prefer to leave well enough alone and allow their membership to convert to month-to-month billing. If they are a **closed expiration** then it's critical to establish contact. Consider offering **renewal incentives** such as reduced monthly dues, a free month, waived renewal fee, or free PT workouts.



Phone: Hey {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm calling because you're eligible for a membership renewal. Right now, we're giving renewal members **(enter incentive)** to show our appreciation! I'd love to schedule an appointment to discuss your options. Would you be available to meet **(enter date and time)** this week?



Email: Hey {{recipient-first}}, You are eligible for a membership renewal and right now, we're giving renewal members **(enter incentive)** to show our appreciation! I'd love to schedule an appointment to discuss your options. I'm listing my weekly availability below. Please let me know which time works best for you! **(enter weekly availability)**



Text: Hi {{recipient-first}}, you're eligible to renew your membership! As an added bonus, we're giving renewal members **(enter incentive)** to show our appreciation. Call us @ {{location-phone}} to schedule your renewal appointment now!

2. Follow-Up #3: Renewal Appointment Scheduled

The member replied to the second follow-up and scheduled a renewal appointment. Your reply should focus on confirming the appointment. Ensure the appointment date and time are included in the follow-up.



Phone: Hello {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm giving you a quick call to confirm our membership renewal appointment on **(enter date)** at **(enter time)**. We're so excited to continue working with you and can't wait to see the success you'll find over the next year! If you have any questions before our meeting, don't hesitate to reach out @ {{location-phone}}. Thank you!



Email: Hello {{recipient-first}}, This is a confirmation email for your membership renewal appointment on **(enter date)** at **(enter time)**. We're so excited to continue working with you and can't wait to see the success you'll find over the next year! If you have any questions before our meeting, don't hesitate to reach out @ {{location-phone}}.



Text: {{recipient-first}}, your membership renewal appointment is coming up! We'll see you on **(enter date)** at **(enter time)**. Until then, please don't hesitate to reach out with any questions @ {{location-phone}}!

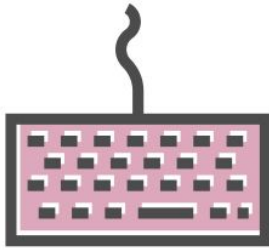
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Club

Contact Us:



hello@club-os.com



[\(888\) 812-2158](tel:(888)812-2158)



www.club-os.com