



# REVAMP YOUR MEMBERSHIP LIFE CYCLE

## RENEWAL TIMELINE

Add these **easy mobile touch points** to boost your retention rate!

90 DAYS



### EMAIL 1: GENTLE REMINDER

First notice with incentive to renew early.

45 DAYS



### ALERT 1: DON'T LAPSE

First mobile push notification with incentive to renew early.

20 DAYS



### ALERT 2: EXPIRING THIS MONTH

Second push notification stating membership expires this month.

10 DAYS



### EMAIL 3: EXPIRING THIS WEEK

Don't let your membership lapse.



70 DAYS

### MAIL 1: FIRST INVOICE

First paper notice with incentive to renew.



30 DAYS

### EMAIL 2: 30 DAY NOTICE

Second email to renew to ensure uninterrupted services.



15 DAYS

### MAIL 2: FINAL INVOICE

Your membership will end in 15 days.



1 DAY

### ALERT 3: EXPIRING IN 24 HRS

You'll lose your member benefits tomorrow.



START REINSTATEMENT CYCLE

SIGN UP FOR OUR E-COURSE SERIES & RECEIVE 3 FREE ALERT TEMPLATES FOR YOU TO COPY & PASTE!



GET STARTED