

Membership

Getting Back Lost Members & Retention of Current Members

Before their membership expires . . .

1. Send the member a letter.
2. Contact them by phone.

Understand Why They Left

Understanding why your members lapse is critically important to getting them back and making sure others don't follow them out the door. Send lapsed members a survey to ask them why they left and what might make them return in the future. Be sure to regularly review feedback and incorporate your learnings into branch. .

Begin a re-engagement campaign

Step 1: Expiration date email - Connecting with members the moment they lapse is a great way to catch those who were on the fence about renewing or simply forgot to renew. Remind them that their membership ends today and that you hope they'll renew right away so they don't miss out on any benefits.

30 Days Later

Step 2: 30 days past expiration date email – Members might have been busy around the time of their expiration day, letting the membership lapse unintentionally. Checking in with them a month after expiration day gives them some space after your first email and still allows you to give them another chance to renew.

Phone Call

Step 3: Phone call – Reaching out personally gives them a chance to give you feedback and just might convince them to renew after all. This is a great task for officers and trustees. During the conversation, let them know how valued they are and offer a change to get them engaged.

Final Step

Step 4: Membership ending email – When it is time to drop lapsed members from your branch, this is a good time to give them one last chance to renew and let them know the official date they will no longer be a member of your organization. Be sure to make this message friendly and keep the door open for them to return in the future.

One More Final Step

A year later, if it seems appropriate, call the lapsed member again, asking them for help with a specific event.

Even if . . .

They remain non-members

- Send them a calendar of events at the beginning of the year.
- Send them the branch newsletter.
- Send them an invitation to fundraiser dinners.
- Send them a Christmas card.

Compelling Messages

In all messages, remind your lapsed members of the benefits the ICF provides, and try to re-ignite the relationship with those members whose interest may have faded. In your messages to them, be sure to:

- Thank them for being a member. Remind them of the value your branch provides your parish and community and that their membership helps support that mission.
- Personalize the content. For example, reinforce the value of membership by reminding members of the specific benefits they have taken advantage of in the past, such as dinners, scholarships, special masses and retreats, and family activities.
- Let members know what's coming up. This might include new fundraisers, dinners, retreats, and other upcoming events.
- Offer them an incentive to renew. This might be a membership discount, community and business discounts, dinner discounts . . .
- Make sure that they know you value them and that you want to offer them new opportunities to an engaged member.
- Listening more than talking is best.

Avoid the lapse in the first place.

Of course, the ideal situation is to avoid member lapses in the first place. Here are some ideas:

1. Keep them engaged.
2. Value their ideas.
3. Provide a great member experience.
4. Include them (in conversations, dinners, etc)
5. Car pool for those members who do not drive.

Adapted from
“4 steps to take to bring back your lapsed members” by Kyela Bishop
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On yourmembership
by communitybrands
<https://www.yourmembership.com/blog/attract-lapsed-members/>
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