



24 Month Renewal Plan: "The Member Journey"

- **Month 1 Join**
 - Plaque
 - Welcome Email sent
 - Staff Onboard Presentation
 - Board is assigned new member to send canned email
 - Web listing
- **Month 2**
 - Ambassador email assignment.
- **Month 3**
 - Ambassador assignment follow up call
- **Month 4**
 - Membership email survey (4m) identify who are the at risks?
- **Month 5**
 - Membership re-engage direct call
- **Month 6**
 - Chamber postcard
- **Month 7**
 - Connect on LinkedIn email
- **Month 8**
 - Break
- **Month 9**
 - Benefits reminder email: Office Depot/Member 2 Member
- **Month 10**
 - Membership email survey 10m Survey identify who are the at risks?
- **Month 11**
 - Membership Letter 1 + Invoice (Existing)
 - Phone call from Membership Committee
- **Month 12 (1)**
 - CEO Letter 2 + Invoice (Existing)

- **Month 13 (2)**
 - (Non Renew) Letter from Board Chair + Invoice (existing)
 - Renewal Post on Social Media and Email
 - Board Renewal Assignment
- **Month 14 (3)**
 - Ambassador renewal assignment
- **Month 15 (4)**
 - Drop Email **exit interview**
 - 4m Survey
- **Month 16 (5)**
 - Membership re engage direct call
- **Month 17 (6)**
 - Postcard
- **Month 18 (7)**
 - Connect on LinkedIn email
- **Month 19 (8)**
 - Break
- **Month 20 (9)**
 - Benefits reminder email: Office Depot/member2member
- **Month 21 (10)**
 - 10m Survey
- **Month 22 (11)**
 - CEO Letter 1
- **Month 23 (12)**
 - CEO Letter 2
 - Phone Call from Membership Committee
- **Month 24 (13)**
 - (Non-Renew) Letter from Board Chair + Invoice

NOTE: Chamber Checkup Email is sent in alternating 6-month blocks

- (Hi,How are you)
- Example: Jan, March, May, July, September, November (Switch)