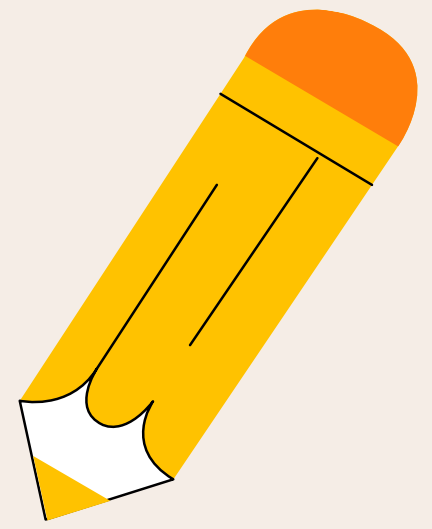


Membership Renewal Letter Checklist



Pre-Planning

Do you have a solid foundation in place?

- ☐ Did you segment your membership list for a more personalized message?
- ☐ Is your database up-to-date? Set up filters and ensure your messaging has corresponding information for each specific recipient from your database.

Tone

Is your message personal?

- ☐ Make your greeting personalized (e.g., the member's name instead of the dreaded "dear member")
- ☐ Use a warm and conversational tone (Tip: write in the second person (e.g., use "you" and "we" and read the email/letter out loud to ensure it sounds conversational)
- ☐ Avoid jargon and association speak
- ☐ Does it read like an invoice or a letter?
- ☐ Make an emotional connection (Remember this IS personal to your member)
- ☐ Does it sound like you are building a relationship?

Content

What have you done for me lately?

- ☐ "Show them the benefits" – outline outcome-based benefits of membership
- ☐ Customize the benefits to suit the recipient (e.g., it's not just the same old list of benefits – but tailored to suit the member)
- ☐ Demonstrate membership value
- ☐ Instill excitement for the coming year by setting the scene. Share your enticing member benefits, events, activities, initiatives

Action

Did you make it easy for members to renew?

- ☐ Demonstrate urgency (e.g., renew your membership today)
- ☐ Include a link to your member self-service portal for instant renewal
- ☐ If you're sending a physical renewal letter, include an invoice

Closing

Did you say thanks?

- ☐ Thank members for their support and acknowledge that the association/club values the member
- ☐ Kindle excitement for the upcoming year to encourage both their renewal and increased engagement
- ☐ Customize your closing (e.g., based on to the member type; volunteer involvement; etc.)