



# Member Lapsed Emails

Automate Email Notifications for Lapsed Membership Notifications



## BASIC INGREDIENTS

- Personalized
- Asks for feedback
- Slow down sending & create scarcity
- Expiration day email



## ADVANCED INGREDIENTS

- Personalized by how long a member has been out of touch with the organization
- Look back at why former members first decided to join and use for segmentation
- Offer a discount
- Offer tiered membership




# Win-Back Series Getting Started




A decorative geometric pattern in the top-left corner consisting of a cluster of white-outlined cubes.

# Lapsed Member Best Practices

- Asking for feedback in the form of a survey or form should only take 1-2 minutes of the lapsed member's time
  - Personalize and be strategic with your messaging (example: 3 months lapsed vs. 3+ months lapsed)
  - One-time offer that expires in 30 days of one of the following:
    - Percentage off the next webinar or event
    - Access to the latest research paper
    - Discount on membership
  - Determine level of engagement member or LTV of the member for segmentation
  - Consider re-permissioning email after a few sends asking for member to renew and no activity
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- A decorative geometric pattern in the bottom-right corner consisting of a small cluster of white-outlined cubes.


A decorative geometric pattern in the top-left corner consisting of a cluster of white-outlined cubes.

## Subject Lines to Consider:

- “We miss you”
  - “Rediscover what [Association] has to offer you”
  - “You will be missed”
  - “Your membership has lapsed”
  - “Your feedback matters to us”
  - “It’s been quite a year”
  - “There’s still time to renew”
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- A decorative geometric pattern in the bottom-right corner consisting of a small cluster of white-outlined cubes.

# Starter Copy for Membership Renewal

Good news, there's still time to renew. We don't want you going back to paying full price for events. Remember [organization] can help you reach your professional goals in several ways including:

- Benefit #1 their membership renewal gains them access to
  - Benefit #2 their membership renewal gains them access to
  - Benefit #3 their membership renewal gains them access to
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- A decorative geometric pattern in the bottom-right corner, consisting of a cluster of white-outlined cubes or hexagons.



# Starter Copy for Lapsed Member

Subject Line: "We miss you"

According to our records, your membership fee is currently 90 days past due. We greatly value your support, so we are reaching out one last time.

Thank you for your partnership during this time of year.

[Make the ask.]





# Lapsed Member Series Email Examples







# Simple Messaging



Dear [First Name],

Did you know that your membership with [Organization] expires today? It's been quite a year - and we're looking forward to many more!

Please don't let your membership lapse! There are better options than paying an additional [dollar amount] to attend monthly events as a guest (guest rate is [dollar amount]) or rejoining at the new member rate of [dollar amount].

The good news is, there's still time to renew!

1. Click on this link, [renewal URL], and follow the prompts.
2. Call us at [phone number] and we'll renew your membership over the phone with a credit card.

Remember, [Organization] values you and helps you meet your professional goals in several ways, including:

- [Benefit highlight]
- [Benefit highlight]
- [Benefit highlight]
- [Benefit highlight]
- [Benefit highlight]

Please let us know if you have questions or concerns. We're here to serve you!

Best regards,

[Name]

[Title]

Dear [First Name],

First and foremost, we want to thank you for your membership with [Organization]. According to our records, your membership fee is currently 90 days past due, and we don't want to lose you! We greatly value your support, so we're reaching out one last time to ensure continuation of your membership benefits.

[Organization] values you and helps you meet your professional goals in several ways, including:

- [Benefit highlight]
- [Benefit highlight]
- [Benefit highlight]

In order to renew your membership, full payment in the amount of [dollar amount] must be received within 10 days from the date of this email. If your payment is not received by this date, we will assume that you wish to discontinue your membership.

Please contact [representative] at [phone number] if you have any questions or if there's anything we can do to help.

Best regards,

[Name]

[Title]

