**SAMPLE CLUB MEMBERSHIP RETENTION PLAN – Monthly Outline**

**Plan Objectives:** To increase renewals by providing more consistent communications about the value of the organization.

**Target:** Existing AAF members.

 - Direct individual members
 - Corporate Member Administrators
 - Corporate Members (non-administrator)

**Month 1:**

· Send them a welcome email with a calendar of upcoming events

· Call to welcome them

· Welcome them on social media and/or in your organization’s newsletter

**Month 2:**

· Call them with a personal invite to your next event. Offer to meet them and introduce them around the room.

· Send them a personal invitation via email to get involved, along with a list of available committee positions.

**Month 3:**

· Host a monthly or quarterly new member coffee meet-up. Invite all the members that have joined since the last one or anyone who wants to come meet new members.

**Month 4:**

· Send them another targeted email with reminders to follow the club on social media channels, as well as sign up for national AAF newsletter content.

**Month 5:**

· Pair them with a member mentor (if they haven’t been paired already), or assign a member of the membership committee to introduce them to other members they might be interested in meeting.

· Send them a personalized email highlighting a specific benefit or area of your website that will help them specifically (for example, if they’re a student member, direct them to your job board).

**Month 6:**

· Survey your new members - ask them what benefits they’re utilizing, what they’d like to see from your association, etc.

**Note:** You should customize this plan to suit your area. Add in specific communications based on what’s happening throughout the year, like American Advertising Awards submissions or nominations for club awards. One direct communication a month should be sufficient, because all members should also be receiving communications though your newsletter and social channels.