

8 Simple Tips to Improve Your Membership Renewal Letter



1: Personal and Powerful



Your renewal letter or email needs to speak to each member - make them feel like they have a personal connection and are an integral part of your organization



Step back and think about what you'd like to hear if you were a member. Adding that personal touch is key

2: Customize for Impact



Do you have a number of membership levels or categories? (e.g. student, active member, retired, affiliate, etc.)



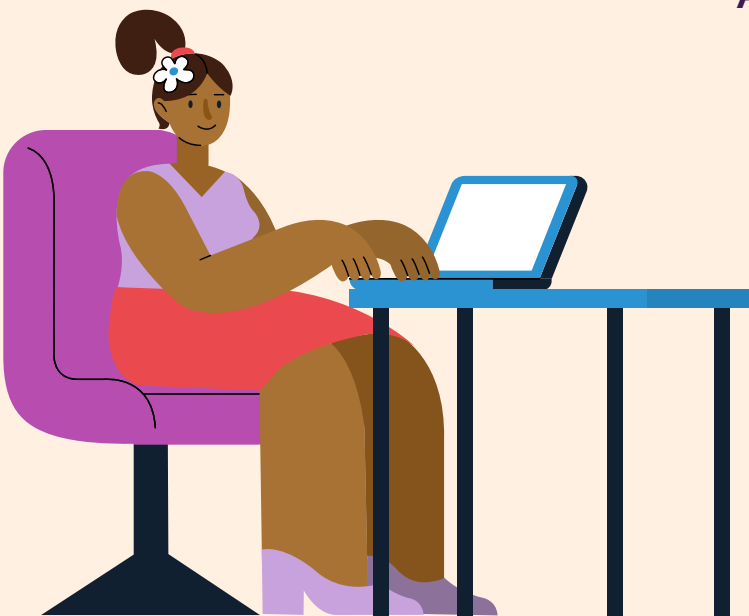
Do you segment your list based on membership status? (new member, active member, long-standing member, inactive/lapsed member, former/returning member)



Do you capture engagement data? (e.g. volunteer activity, attendance at events or professional development sessions, involvement in committees or task forces, etc.)

The more you know about your members, the more you can personalize the letter or email to speak directly to them

3: Software to Simplify



A membership management platform allows you to use your membership data for personalizing renewal emails and letters



Automate your renewal campaigns using the same software to send reminder emails X number of days before renewal day



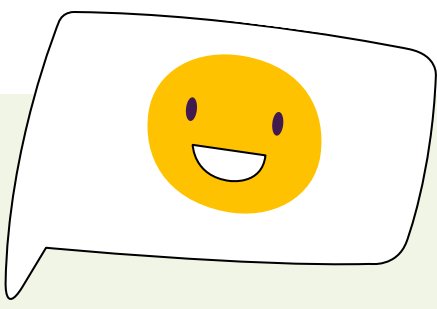
Software eliminates the need for manually sending emails to each member and allows for segmentation based on membership level, status, or category



4: Show Me the Benefits

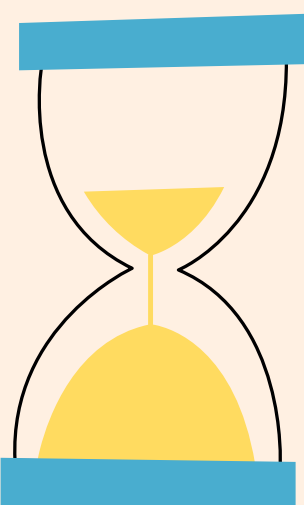


When members receive your yearly renewal letter, email or invoice, they automatically think: "what has my association/club done for me lately?"



Show the value of the membership and the benefits you've provided. Clearly outline the "outcomes-based benefits" your organization offers

5: Make the Ask Urgent and Honest



After making a welcoming and personal opening, and reminded your members about the benefits you offer, then - and only then - can you "make the ask"



Members are expecting "the pitch" and many will briefly scan through your email or letter



Your renewal ask must be urgent and honest. Clearly show them how they can complete their renewal quickly and easily



6: Make It Easy for Them to Renew



Once a member has decided to renew, you want to make sure the process is as easy as possible. A difficult or convoluted process can prevent members from renewing due to time constraints or tech complexity



Utilize QR codes, direct links, and step-by-step instructions so members can act right away and easily renew

7: Renewal Reminder Etiquette

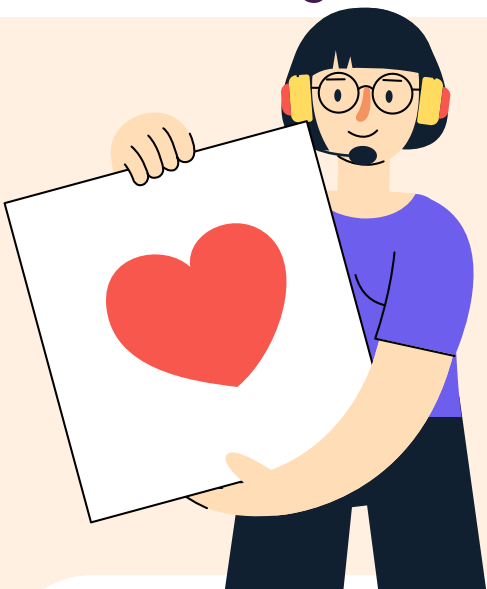


Take the opportunity at renewal time to reach out to all of your members with a personalized message to strengthen your connection



If members pay through your membership management software's recurring payment process, you should still take the time to connect. These members should still get a personal message and feel appreciated for their membership, just as those who receive a renewal letter or email

8: Say Thank You and Instill Excitement



Your renewal letter or email offers the opportunity to set the scene for the coming year - share activities, programs, or events made possible by their membership dues or fees



Your letter closing is your chance to offer a genuine note of thanks to the member and remind them why they became a part of your organization



Looking for More Resources on Membership?

- [Download our free eBook: The Ultimate Membership Renewal Guide](#)
- [Why Your Organization Needs a Member Satisfaction Survey and 40+ Question Examples](#)
- [How to Write a Newsletter Your Members Will Actually Want to Read + 16 Ideas to Use in Your Next Email](#)
- [Your Complete Guide To Increase Member Engagement](#)

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