

Lapsed Member Win-Backs



Client Roundtable

January 25, 2024



POP IN CHAT:

What are you most hoping to get out of our roundtable today?



POP IN CHAT:

If you've done a lapsed campaign in PropFuel:
What's one key take-away you
uncovered as a result?



RELEVANT BLUEPRINTS



- Renewal Campaign for Individuals
- Renewal Campaign for Company/Org Memberships
- Confirm Primary Contact for Company Membership Renewal
- Lapsed Member Win-Back for Individuals
- Lapsed Member Win-Back for Company/Org Members
- Dormant Member Win-Back

Association of Professional Feedback Curators

Switch Teams Help Megan Sloan

APFC

Inbox
Insights
Contacts
Lists
Campaigns
Settings
My Profile
Super Admin

Pinned Campaigns

A Client - New Member Onboarding

Professional Association
New Member Onboarding
EXAMPLE

Status: Active
Created on: May 4th, 2022
Next Check-in: Mar 1st, 2024

Campaigns

Create New Campaign

Create From Blueprint

Campaign Name	Status	Channel	Interaction	Activity	
1.22 Test Campaign	Draft	Email	Outbound Scheduled	Created on Jan 22nd, 2024	Edit ...
2024 Renewal EXAMPLE Not launched	Draft	Email	Outbound Scheduled	Created on Dec 14th, 2023	Edit ...
2024 Renewal - Embed Question Member Renewals Under Review	Draft	Web/External	Landing Page	Created on Dec 14th, 2023	Edit ...
2024 Renewal - Embed Question EXAMPLE Member Renewals	Draft	Web/External	Landing Page	Created on Dec 14th, 2023	Edit ...





POP IN CHAT:

What is your existing process for non-renewed members in their grace period?

GRACE PERIOD

Washington Society of CPAs sent 3 check-ins in June to those who had not yet renewed following their June 1 expiration date, asking:

- Are you planning to renew your membership?
- Would you like to renew today?
- Help us know where you stand:

**50% of
contacted
members
renewed!**



Oh no! Your membership benefits have been suspended.

This is an awkward moment in our relationship. We don't want to be clingy, but we haven't heard from you in a while. We're unsure how to proceed.

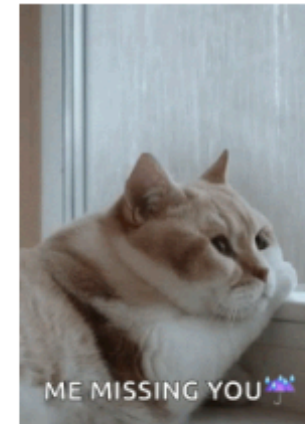
Help us know where you stand:

Yes, I'm committed to staying.

Please resign my membership.

Can we talk about this? I have questions.

We get it. Life gets busy, but we don't want to close this chapter (or your invoice) until you've had a chance to respond. If we don't hear from you, our team will make one more attempt to contact you by phone.

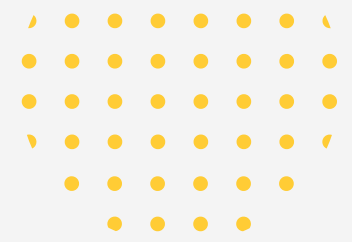


GRACE PERIOD

The Oregon Society of CPAs includes 3 win-back check-ins in their renewal campaign, starting from the end of the grace period and continuing until the day the membership officially expires.

12%

of the lapsed members rejoined from these additional PropFuel win-back check-ins during their grace period.



OSCPA
Oregon Society of
Certified Public Accountants

Did you know that your membership ends today?

Keep my membership - I'd like to pay my dues now!

I'd like to pay - can I set up a payment plan?

I'm aware and I'd like to resign my membership.

NURTURE CAMPAIGN

The American Academy of Pediatrics added a secondary nurture campaign to its lapsed win-back efforts.

Anyone who provides a positive response in the lapsed campaign *but does not rejoin* is enrolled in a secondary journey, where they're nurtured further, encouraging them to take action to rejoin.

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®

You recently told us you were planning to renew, but your membership is still lapsed.

Are you still planning to renew?

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®

You previously indicated you were interested in renewing your membership, but haven't yet.

Is there something holding you back from renewing your membership at this time?



POP IN CHAT:

Do you have a process for terminating/suspending members?

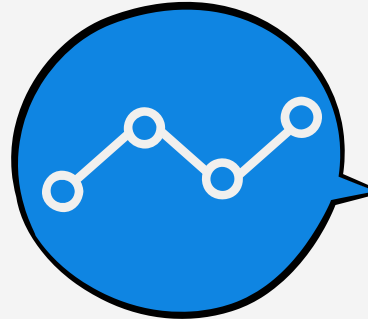


WHY IT WORKS



ASK

Engagement begins with a question.



CAPTURE

By listening we learn more about the member.



ACT

Member intelligence drives a personalized actions.

SUSPENSION: COMPANY MEMBERSHIPS

TIA sent 2 check-ins to members who have recently become suspended to ask their intentions and hesitations to renew.

This campaign is set up as a sequence, automated via the iMIS connector, with the insights writing back to iMIS.

This leads to another question to capture who is the new point of contact for renewal.



The image shows a screenshot of an email from TIA (Transportation Intermediaries Association) regarding a suspended membership. The email header includes the TIA logo and the text "TRANSPORTATION INTERMEDIARIES ASSOCIATION" and "CENTER OF THE SUPPLY CHAIN". The main body of the email states: "Your TIA membership is suspended. We hope this was merely an oversight and we have the opportunity to continue to serve you in 2023." Below this is a question: "Did you know your TIA membership expired?" followed by four blue buttons with white text: "Yes, but I still want to renew", "I'd like to speak with someone about the benefits", "I am not planning to renew", and "I am not the primary contact for renewal". At the bottom, the email is signed "Sincerely, Paul Leahy, CAE, Director of Member Services, Transportation Intermediaries Association".

TIA TRANSPORTATION
INTERMEDIARIES
ASSOCIATION
CENTER OF THE SUPPLY CHAIN

Your TIA membership is suspended. We hope this was merely an oversight and we have the opportunity to continue to serve you in 2023.

Did you know your TIA membership expired?

Yes, but I still want to renew

I'd like to speak with someone about the benefits

I am not planning to renew

I am not the primary contact for renewal

Sincerely,
Paul Leahy, CAE
Director of Member Services
Transportation Intermediaries Association



POP IN CHAT OR UNMUTE:

What strategies have you found successful for lapsed member win-back?

LAPSED WIN-BACK

SEQUENCE CAMPAIGN

Beginning in September 2022, INCOSE launched an on-going lapsed-win back campaign. As of December 2023, 1,095 members have rejoined.

- Did you know your INCOSE membership expired?
- Are you planning to renew your membership?
- Why are you hesitating on renewing your INCOSE membership?



Hi Megan,

I noticed that your INCOSE membership lapsed. We'd love to help you stay involved and engaged in our INCOSE community!

Did you know your INCOSE membership expired?

Yes

No

10893

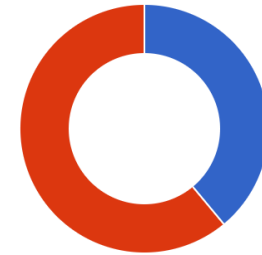
Sent

1029

Answered

9%

Response Rate



39% - Yes

61% - No

\$150K

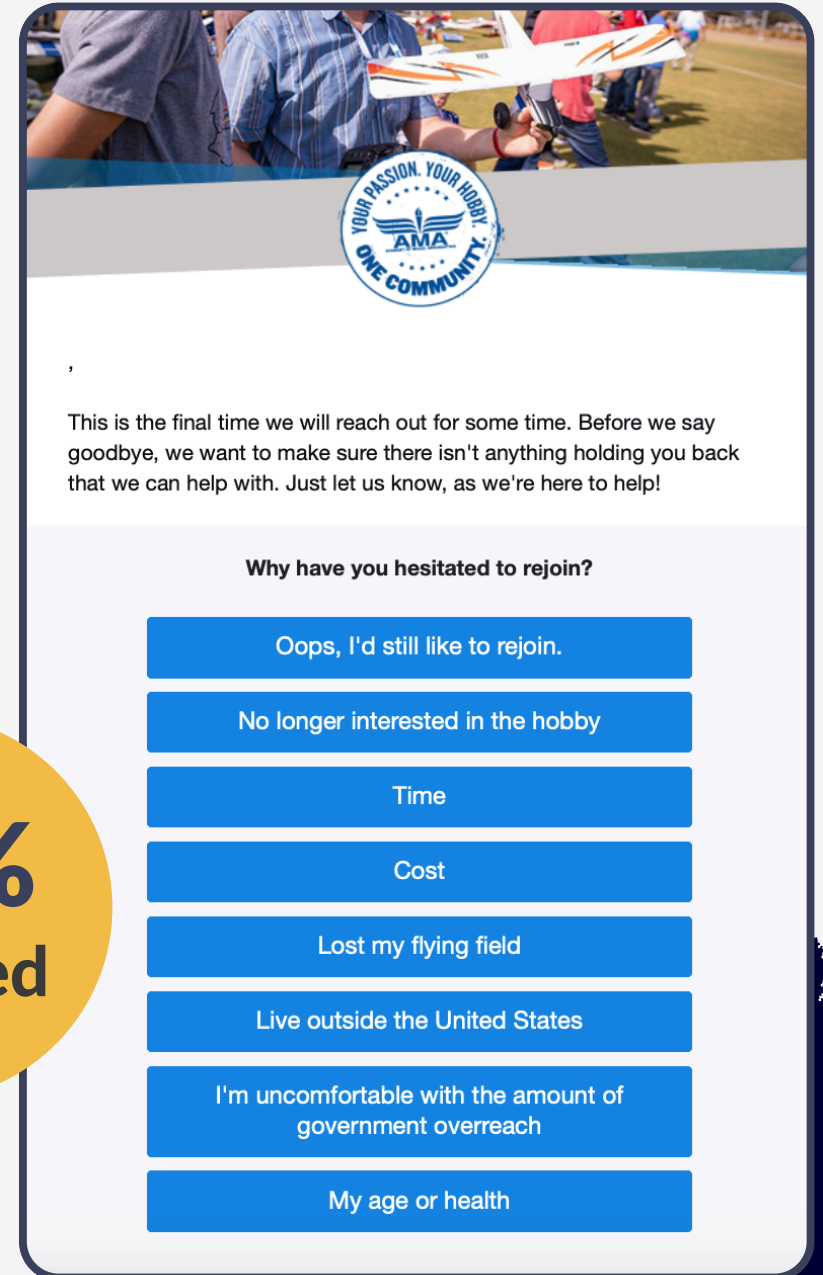
in dues
revenue

LAPSED WIN-BACK SEQUENCE CAMPAIGN

The Academy of Model Aeronautics emails lapsed members 2 months after their expiration date, with 3 additional check-ins over the next 2.5 months, asking:


- Would you like to rejoin?
- Which of these is most important to your hobby?
- Is now a better time to rejoin?
- Why have you hesitated to rejoin?

35%
rejoined



LAPSED WIN-BACK SCHEDULED CAMPAIGN

TXCPA has done a few flash sale efforts, one of which being a fun Halloween theme to win back reinstated members.



**87 members
rejoined!**



Dear Melissa,

We have a spooktacular surprise for you! TXCPA is excited to announce a 24-hour Flash Sale where you can *rejoin our association for a special fee of only \$149**. This one-time promotional offer for state and chapter membership is valid only on October 31, 2023.

Are you interested in joining TXCPA at a discounted rate?

Yes!

No thanks.

These savings are our way of inviting you back to enjoy the multitude of benefits that come with being a member of TXCPA.

We value your expertise and look forward to welcoming you back to TXCPA, the largest and most influential association for the accounting and finance profession in Texas.

Sincerely,



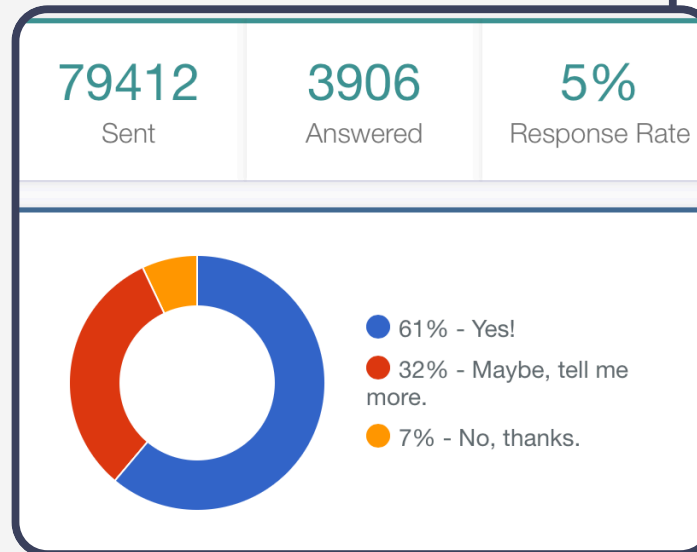
Kristie Estrada
Manager, Membership Operations and Acquisition

LAPSED WIN-BACK SCHEDULED CAMPAIGN

In this example, the American Association for Nurse Practitioners reached out to members who had lapsed within the last 2 years. Nearly 1,200 people rejoined, bringing in over \$126k in dues revenue.

- Would you like to save 15% by rejoining AANP today?
- Are you ready to join AANP and save 15%?

Download the Case Study
propfuel.com/aanpcasestudy



Hi Megan,

I noticed that your American Association of Nurse Practitioners® (AANP) membership is no longer active.

I'm reaching out today with an offer to **save 15%** if you rejoin by [Aug. 31!](#)

Would you like to save 15% by rejoining AANP today?

Yes!

Maybe, tell me more.

No, thanks.

LAPSED WIN-BACK

SCHEDULED CAMPAIGN

NYSRA, a trade association, reached out to primary/billing contacts at company members after their membership lapsed.

75% of respondents didn't realize their membership had lapsed.



Hi Member,

Did you know your NYS Restaurant Association membership has lapsed?

Oh no! I want to renew my membership.

I'd like to speak to someone about the benefits I will lose.

I do not want to renew my membership.

Amanda Willey
Member Accounts Manager
New York State Restaurant Association

71

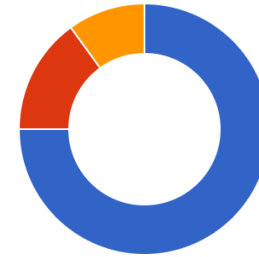
Sent

20

Answered

28%

Response Rate



- 75% - Oh no! I want to renew my membership.
- 15% - I do not want to renew my membership.
- 10% - I'd like to speak to someone about the benefits I will lose.

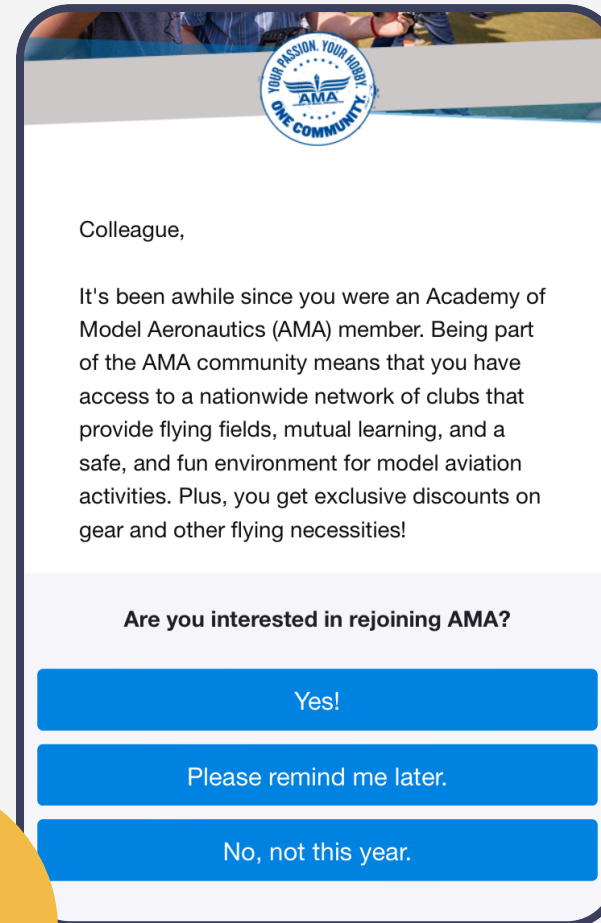
DORMANT WIN-BACK

SEQUENCE CAMPAIGN

The Academy of Model Aeronautics emails members 12 months after they expire, with 3 additional check-ins over the next 2.5 months, asking:

- Are you interested in rejoining AMA?
- What's most important to you in the hobby right now?
- Is now a better time to rejoin AMA?
- Why have you hesitated to rejoin AMA?

7%
rejoined



Colleague,

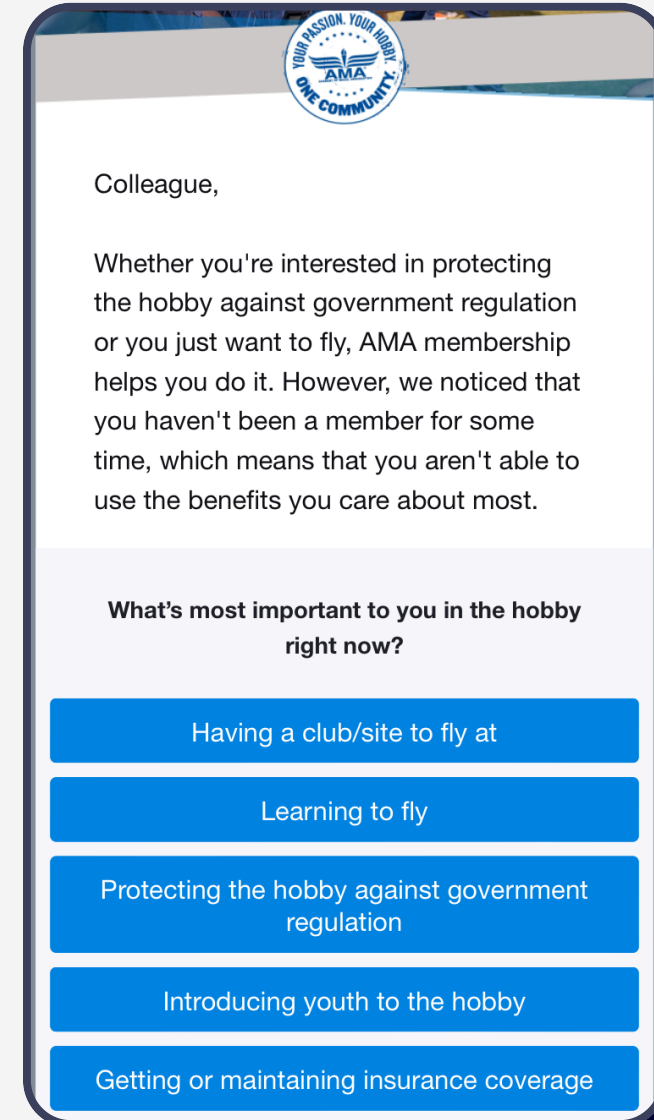
It's been awhile since you were an Academy of Model Aeronautics (AMA) member. Being part of the AMA community means that you have access to a nationwide network of clubs that provide flying fields, mutual learning, and a safe, and fun environment for model aviation activities. Plus, you get exclusive discounts on gear and other flying necessities!

Are you interested in rejoining AMA?

Yes!

Please remind me later.

No, not this year.



Colleague,

Whether you're interested in protecting the hobby against government regulation or you just want to fly, AMA membership helps you do it. However, we noticed that you haven't been a member for some time, which means that you aren't able to use the benefits you care about most.

What's most important to you in the hobby right now?

Having a club/site to fly at

Learning to fly

Protecting the hobby against government regulation

Introducing youth to the hobby

Getting or maintaining insurance coverage

DORMANT MEMBER WIN-BACK

SCHEDULED CAMPAIGN

ISTE reached out to over 14,000 past members to find out why they left and if they would be interested in rejoining. **Over 1,800 individuals (13%) engaged with the campaign** across 4 months:

- Would you consider rejoining ISTE?
- What kind of resources or support would you benefit from this year?
- Why was ISTE membership not a good fit for you in the past?
- Are you interested in rejoining our community?
- Is there something holding you back from rejoining ISTE?
- Would you like us to contact you about ISTE membership?

Marie Icenhower answered a question on 09/21/2022

☰ Why is ISTE membership not a good fit for you?

Tell us more.

Retired/left the industry

I'll definitely encourage my former colleagues/mentees to embrace ISTE based on my growth experience with membership.

Lauren Kelly replied via email on 09/23/2022

Re: International Society for Technology in Education Requests Your Feedback

Hi Marie,

Oh you're after my own heart! Thanks so much for sharing your experience with ISTE with your former colleagues and mentees. I'm so glad that we were able to support your growth, and wish you best of luck on your next adventure!

--Lauren

INTEGRATING SMS

PIHRA sends two SMS messages to lapsed members 25 days post expiration and 3 months post expiration.

The screenshot shows a campaign management interface with the following elements:

- Navigation tabs: Design, History, Enrolled Contacts, Workflows, Settings.
- Section: Enrolled in Campaign
- Setting: Wait for 0 Day(s) with an hourglass icon and an Edit button.
- Section: Messages
- Message preview: "Hello {{ contact_field.First Name }}! Your PIHRA membership has expired. You have 5 days to renew for \$150 and maintain your benefits. Renew now at pihra.org/renew. Text us with questions. Reply STOP to unsubscribe. Msg & data rates may apply."
- Buttons: + Add Message, Edit, Delete.

The screenshot shows a mobile text message with the following details:

- Time: 3:17
- Phone number: +1 (424) 667-4472
- Message type: Text Message, Today 3:16 PM
- Message content: "Hi Ashley Wucher, Did you know your PIHRA membership expired? We miss you! PIHRA has some fantastic benefits and education for you in '24. Keep thriving with PIHRA in the new year. Visit pihra.org/renew today. Use Thrive2024 for \$25 off! Reply STOP to unsubscribe. Msg & data rates may apply."
- Footer: "The sender is not in your contact list. Report Junk"

INTEGRATING SMS



The American Psychiatric Association added SMS to their existing renewal efforts by alerting members at 3 crucial times:

1. The day they enter their grace period;
2. One week before their grace period ends; and
3. The day their grace period ends.

