



### **New! Membership Retention Strategy**

In an effort to retain members year-round, we have implemented a new strategy that will highlight the values of membership to help improve retention. And we need your help in execution! The strategy encompasses email communications from the Chapter President, VP of Education and VP of Membership during the critical stages of renewal for first year members. Thank you for all your efforts to help us grow our community!

**(Note that only the Chapter President, VP of Education and VP of Membership will execute this effort.)**

#### **In this toolkit:**

Letter from Chapter President (Letter will need to be sent 60 days prior of renewal)

Letter from VP of Education (Letter will need to be sent 30 days prior of renewal)

Letter from VP of Membership (Letter will need to be sent during month of renewal)