

Proposed Script for Telephone Calls To lapsed Members:

My name is _____, and I am [a Board Advisor] or [a Board member] with the San Francisco Bay Area chapter of the Association of Corporate Counsel.

I'm calling you because it has come to the attention of our Membership Committee that your membership has lapsed. We are reaching out to a select group of individuals whose memberships have lapsed to determine the reasons why these memberships lapsed.

More specifically, we would like to know:

- whether the lapse was inadvertent (lack of notice, administrative snafu....)
- whether your company's circumstances have changed (merger, acquisition, budgetary constraints....)
- whether your personal circumstances have changed (new position, change in command, change of employers...)
- whether there is benefit or resource that you desire and feel you were not receiving from your membership.

[Person responds]

If the member has lost his/her job and is in transition, please explain that membership is free for a member in transition who is actively seeking another in-house position.

If the lapse was truly inadvertent, then direct him/her to the ACC website to re-up (www.acc.com), because unfortunately we cannot do the signing up for them

If the reason for the lapse is any of the other three items, please make a note to that effect so that we can hopefully glean some meaningful feedback.