

Membership Recruitment Campaign - Renewals
South Florida Chapter

Summary: In a coordinated effort to renew expired members in their grace period, the chapter's membership chair sends a personalized email to each member – emphasizing all the great benefits ACC and the South Florida chapter make available, with a reminder to renew their membership.

Implementation: Based on the membership chair's knowledge of or relationship with the expired member, the below message is tweaked for personalization. The majority of communications are sent in January, in synchronization with the ACC renewal cycle.

Communication:

Dear _____,

I'm the chair of the Membership Committee of the ACC South Florida Chapter ("ACC-SFL"). My role in this position is to promote the benefits of the ACC membership to potential new members and to keep our current members engaged in our activities. If we have not met yet, I hope to do so in a future event.

I just notice that your membership with the ACC-SFL expired on December 31, 2016. I hope it was just an oversight since December is a very hectic month for everyone. If you decided not to renew for specific reason, would you please share it with me? As you may have noticed, ACC-SFL has been growing rapidly in terms of number of members (we are more than 500 members in South Florida), sponsors and events throughout the year. In addition to social and community service events, ACC-SFL has hosted numerous CLE programs each year providing members with a broad range of information important to in-house counsel. It's a great opportunity to network and earn all your CLE hours.

If you have any questions about ACC-SFL or any concerns or suggestions, please feel free to reach me directly. I hope to have you back soon! Here is the link to renew your membership: <http://www.acc.com/membership/>

Let me also take this opportunity to invite you to follow ACC-SFL on Facebook and Instagram. You can search for “ACC South Florida Chapter” on Facebook and @accsouthflorida on Instagram. We will be posting events and other updates on those pages.

Best regards,