



Branch Membership Renewal STRATEGY

R

RENEWAL reminders

- Personal phone calls yield best results
- Email reminders
- Direct mail reminders

40%

of non renewing members did not remember receiving a renewal reminder

E

EMAIL addresses

Collecting and entering member email addresses within the member services website allows both the Branch and Legion House the ability to send important reminder notices electronically.

N

NEVER again ask members to renew. Sign your members up for Auto Renewal

Auto Renewal automatically renews members annually who have signed up online with a credit card. Branches save time and money. No processing or paperwork required from the Branch.

Please consider: Each time we ask a member to renew, we are asking them to reconsider if they still want to be a Legion member.

E

ELECTRONIC renewal saves time and money for both Branches and Members

Ensure your Branch rate is entered in the member services website to allow your members the opportunity to renew online providing another option for renewal.

41%

of non-renewing members would renew online

W

WELCOME all with improved Branch hospitality

Review the Branch Hospitality Program

25%

of non-renewing members found their Branch experience to be inhospitable

MEMBER SERVICES WEBSITE PROCESSING

To ensure Branches are always using the most up-to-date membership information we encourage Branches to process all members using the member services website. Not only does this ensure up-to-date member information, but it also improves accuracy and saves time and money while providing improved customer service to all.