



How to automate member renewal at your organization

Your association's essential member renewal timeline

Why do members renew? According to the latest [Community Brands Study](#), members who view their organization as an early adopter of technology are more satisfied, more connected, and more likely to renew. To retain your members, increase satisfaction, and drive revenue at your association, leverage automation with your modern association management software (AMS).

Cruise through the entire member journey when your organization adopts automation, streamlining your membership renewal campaign and boosting retention.

How to boost member retention and renewal throughout the entire membership journey

Follow this timeline to map out your organization's member renewal campaign, starting from the moment a member clicks "join:"



Renewal Campaign Timeline

Month 10

(90 days before renewal)

- Personalize and automate member communications, sharing benefits that members haven't yet used.
- Reinforce member value by sharing learning opportunities, relevant industry information, upcoming events, or discounts.

Month 11

(60 days before renewal)

- Automate membership email invoices and include instructions on how members can renew, the membership expiration date, and additional contact information.
- 9% of association members need a reminder that it's time to renew. [Community Brands Research](#) found that 9% of lapsed members simply forgot to renew.

Month 12

(30 days before renewal)

Personalize a renewal reminder including a member testimonial sharing the value of membership and benefits not leveraged.

Renewal Time

Renewal date

- Upon member renewal: Send a personalized thank you email with a payment receipt and remind the member to review their contact preference settings and update their profile.
- If the member hasn't renewed: Send a personalized reminder that the membership is expiring today, including a direct renewal link, and additional contact information.

Grace period

- 1 day past due: Automate membership expiration emails to detail your 30-day grace period, where members may still renew without additional fees.
- 30 days past due: Automate notifications about the last day to renew within the grace period, providing a link for easy access to your website where members can pay online.

Win back period

- 90 days past due: Personalize a last-chance waiver to renew their membership at a discounted rate.
- One year after cancellation: Personalize a comeback email including new member benefits, a special member rate discount, and new member levels with alternative prices.

Leverage automation with Nimble AMS to increase member retention and renewal

Are you ready to supercharge your association's member retention strategy? Choose Nimble AMS to automate your member renewal processes, ultimately increasing member satisfaction, boosting retention, and driving revenue.

[Learn more](#)

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.