

Membership Renewal Schedule (as of 2/22/2018)

AFP renews all members on an individual anniversary basis. Brightkey is responsible for invoicing the entire membership except for the Large Nonprofit Organizational memberships. Large NPO's are invoiced separately in house by Tiffany Oglesby in the membership department. All other invoices are generated, processed, printed and mailed **five times** directly from Brightkey. The invoicing cycle is as follows:

Mailing 1: 3 months before expiration date (2-year discount coupon included)

Mailing 2: 1 month before expiration date

Mailing 3: 1 month after expiration (installment plan buckslip included)

Mailing 4: 3 months after expiration date

Mailing 5: the Late (Final) Notice mails five months after expiration

All renewal notices are sent to the mail house by the 15th of the month.

Within the renewal process, there are a series of emails that go out to existing members throughout the year to compliment the fore mentioned invoices. Below are the subject lines and when the emails go out:

1. Thanks for your membership! (3 months before expiration)
2. Membership ends soon... (2 weeks weeks before expiration)
3. Membership ends tomorrow...Renew today! (1 day before expiration)
4. Did you forget to renew? (2 weeks after expiration)
5. Your Membership Has Lapsed...Renew Today! (6 weeks after expiration)
6. Last chance to renew! (3 months after expiration)

Brightkey is the vendor for our lapsed member calling program in the U.S. and Canada. Brightkey calls all lapsed members in the second month after their dues expire. For example, if a member's dues expire on November 30th, they will call them in January. Over the past several years, we have had a 6% conversion rate from the calls that this initiative makes—and this is considered very good in the Association world. Brightkey provides an exit survey each month that details information they have learned from the calling program.