



Membership Renewal Communications

Updated March 2024

AFP members renew on an individual anniversary basis. The AFP Global membership team uses a multi-faceted approach in communicating membership renewal reminders, benefits and options.

Here's an overview of AFP Global's membership renewal communications schedule:



By Email

The AFP Global team fulfills the following email schedule:

1. **Gentle Reminder** (-90 days before expiration)
2. **Thank You for Being a Member! Get Your Free Benefits** (-45 days before expiration)
3. **Gentle Reminder** (-30 days before expiration)
4. **Your AFP Membership: The Best Benefits** (-1 week before Expiration)
5. **Enjoy Free Webinars as an AFP Member** (1 week before expiration)
6. **Reminder** (-3 days before Expiration)
7. **Your AFP Membership: Don't Forget to Renew!** (-1 day before expiration)
8. **Your membership expires today!** (the day of expiration)
9. **Get Your Free Benefits When You Renew Now** (7 days after expiration)
10. **The Fundraising Community Is Here for You: Renew Now** (2 weeks after expiration)
11. **Get the Fundraising Support You Need** (3 weeks after expiration)
12. **Reminder** (1 month after expiration)
13. **4 Reasons to consider rejoining** (60 days after expiration)
14. **10 most valuable resources** (90 days after expiration)
15. **Final Reminder and Survey** (150 days after expiration)



QUESTIONS? JUST ASK US!

chapter.engagement@afpglobal.org



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By Phone

Brightkey, AFP's customer support service provider, acts as an extension of AFP and fulfills a lapsed member calling program for former members located in the United States and Canada; all lapsed members are called approximately **one month** after membership expiration. Brightkey will then call those that have “pledged” to renew one month later.

Large NPO members are invoiced separately by AFP Global and not contacted through this program.

Ask us about installment plans and multi-year membership options.



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