



Membership Renewal Communications

Updated October 2020

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

AFP Global sends a series of membership renewal emails to soon-to-be expiring and recently expired members. These messages are sent to a diverse group of members and focus on the value of AFP membership.

The AFP Global team fulfills the following email schedule:

- 1. Thank You for Being a Member! Get Your Free Benefits** (45 days before expiration)
- 2. Your AFP Membership: The Best Benefits** (2 weeks before expiration)
- 3. Enjoy Free Webinars as an AFP Member** (1 week before expiration)
- 4. Your AFP Membership: Don't Forget to Renew!** (1 day before expiration)
- 5. Get Your Free Benefits When You Renew Now** (7 days after expiration)
- 6. The Fundraising Community Is Here for You: Renew Now** (2 weeks after expiration)
- 7. Get the Fundraising Support You Need** (3 weeks after expiration)
- 8. One Final Reminder** (1 month after expiration)



QUESTIONS? JUST ASK US!

chapter.engagement@afpglobal.org



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By Mail

Brightkey, AFP's customer support service provider, acts as an extension of AFP and is responsible for invoicing the entire membership, except for large nonprofit organizational (NPO) members, by mail.

Large NPO members are invoiced separately by AFP Global. All other invoices are generated, processed, printed and mailed directly by Brightkey.

The following invoicing schedule, fulfilled by Brightkey and arriving via mail from AFP, begins around the 15th of each month:

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

Mailing 2: 1 month before expiration

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

Mailing 4: 3 months after expiration

Mailing 5: 5 months after expiration



By Phone

Brightkey also 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.



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