 **One Voice, One Vision**

Dear ASCLS Society Leaders & Membership Committee Chairs:

Our Society is facing a critical time right now! It is important that our state society leaders and Membership Committees work together to immediately begin making personal contact with our lapsed members. On August 1st, all 2016-17 members that have not renewed became lapsed. Our Society needs these members to renew to continue our mission and actions for our members. They have received 3 renewal notices from national and many state electronic and/or paper reminders to renew. It is time that we **MUST CREATE A “CALL TO ACTION” FOR OUR STATE SOCIETIES** to personally contact our lapsed members.

**PERSONAL CONTACT CAMPAIGN OUTLINE:**

* State Society President, Board of Directors, & Membership Committee Members should complete the “personal contact campaign” for lapsed members.
* Goal of this campaign should be that 100% of the lapsed members are personally contacted via phone or face-to-face by an ASCLS member and the results are reported to ASCLS. It is NOT the goal of the campaign to achieve 100% renewal.
  + The point of this is to make contact in a personal way.
  + Experience teaches us that most of those contacted intended to renew and simply forgot. They will appreciate that someone is looking out for them and taking a personal interest in their status.
  + If a lapsed member indicates they are not renewing, that is fine. The goal is not to convince them to renew. The goal is to only let them know we are thinking about them. Leaving them with a positive impression makes them more likely to rejoin at a later date when their situation changes.
* General Campaign guidelines & considerations:

o Main focus should be on the 2016-17 members that have not renewed and then secondary focus should be on other lapsed members.

o **Personal contacts should be completed by OCTOBER 31, 2017**

o Lapsed Member rosters are obtained by emailing Andrea Hickey [andreah@ascls.org](mailto:andreah@ascls.org)

* **Note: Lapsed member rosters are available by region in the ASCLS Leaders community located at** <http://connect.ascls.org>**. Please consider using those first.**

o Identify which current ASCLS leaders & members will contact specific lapsed members

* Assignment considerations:
  + Utilize current & past society leaders, board members and Membership

Committee members

* + Assign by “who knows who” or “place of employment” or “working in same geographical area”, etc.
  + Consider asking Students to call fellow Students and FYPs to call FYPs

o Report outcome of each contact using the online form <http://www.ascls.org/lapsed-member-campaign>

* The data we are trying to collect includes why people aren’t renewing (moving, retirement, other) and, members who say they have renewed but are on the lapsed member list.

**General Opening:**

Remember, you are simply making contact with a colleague and checking in with them. Modify the underlined sections of the below script:

"Hello! This is (your name) with the ASCLS (your state) Society **OR** (your role) on (committee name). May I speak with (person's name)?"

“We have noticed that your membership has lapsed. I’m calling to make sure everything is alright and to see if, perhaps, our records are incorrect.”

* If they say they do not intend to renew, then ask if there are specific reasons they don’t want to renew.
* If they say they have renewed or intend to renew, tell them you will share that info on their behalf to the national office. Ask them if there is anything you can do to make the process more convenient for them.
* If they ask a question you don’t know the answer to ask them if you can follow up with the answer via email.

**If you get a person’s voicemail:**

"Hello! This is (your name) with the ASCLS (your state) Society **OR** (your role) on (committee name). I’m calling to speak with (person's name)."

“We have noticed that your membership has lapsed. I’m calling to make sure everything is alright and to see if, perhaps, our records are incorrect.”

“If I can assist you in anyway, please give me a call back at (your phone number). I will be sending a follow up email in case you have questions or need directions to renew. Thank you and have a great day.”

**Follow-up email for the voicemail:**

Subject: Your membership in ASCLS

Sorry I missed you today! As I mentioned, I am (your name) with the ASCLS (your state) Society **OR** (your role) on (committee name). We have noticed that your membership has lapsed. I’m attempting to reach you to make sure everything is alright and to see if, perhaps, our records are incorrect.

If you still need to renew, our membership system makes it very easy to renew when you visit [http://members.ascls.org](http://members.ascls.org/) or you can call and renew your membership at (571) 748-3770.

**Helpful info to have for the call:**

Member benefits: <http://www.ascls.org/membership>

Membership types and dues: <http://www.ascls.org/membership/join>