

Phone talking points for contacting a member about renewal:

(Thank you to Angela Spease, Membership Chair for ISSA Sacramento Valley for these suggestions for reaching out...)

- Have their member profile in front of you during the phone call.
- Keep it friendly and casual. Introduce yourself and your role within the chapter (ie Membership Chair,) ask them how they are doing, etc.
- *After the brief introduction and chatting*, “Well (Insert name here), we truly appreciate your membership and hope everything is going well for you so far. I am going through our upcoming renewals and see that yours will be expired on (insert date here.)”
- Mention up and coming events and speakers, and any additional benefits (have a list prepared ahead of time)
- **If they are ready to renew:**
 - “You can renew at any time by logging in under your membership at issa.org. Just go to “membership info” tab on right side of page and follow links to securely renew your membership.”
 - If at all possible try to have them login with you on the phone so that you can guide them through the process and get it taken care of at that moment.
 - If they have trouble viewing their account they can contact customercare@issa.org or call 1-(206)-388-4584 ext. 103
- **If they seem hesitant**, ask questions (only if they pertain to the individual):
 - Has anything been holding you back from attending meetings?
 - Is there anything you feel we could improve upon?
 - If we were able to demonstrate this change, would encourage you to renew?
- Reiterate that you appreciate their feedback, their membership, and contribution to the chapter.
- Explain action steps for renewal, what you are going to do based upon their suggestions, and if renewal is still on the table, mention a follow up date that you will contact them.
- Come together with a few others within the chapter to devise an idea of how to reengage that member based upon the feedback they provided.
- The key is to remember that members want to feel heard and that they are important to the chapter. 95% of the time, they will be flattered by the personal phone call and any doubts will subside. You may just have to remind them until they actually get to a computer for payment, but usually they just didn’t remember to renew.