

Renewal Recovery Plan

Work this in order. The friction section takes about a week and recovers members quickly. The value section is slower, requires phone calls, and is where you learn what is actually wrong.

1 Sort the outstanding list into two piles

- ☐ 1 Friction: they intend to renew and something is in the way.
- ☐ 2 Value: they are not sure it is worth it.
- ☐ 3 If you cannot tell which pile someone is in, they are in the value pile.
- ☐ 4 Do not send another reminder until every name is sorted.

2 Clear the friction: aim for one week

- ☐ 5 Verify the billing contact on every outstanding renewal. Check whether that person still works there.
- ☐ 6 Confirm the invoice actually arrived, rather than assuming it was ignored.
- ☐ 7 Test your own renewal flow on a phone. Time it. If it takes more than two minutes, fix that first.
- ☐ 8 Check whether reminders went out on a channel that reaches everyone, or only by email.
- ☐ 9 Publish payment plan, quarterly billing, and tier-change options where members can see them without asking.
- ☐ 10 Handle any outstanding paperwork requests (W-9, insurance certificate, purchase order) same day.

3 Work the value pile by phone

- ☐ 11 Call. Do not email. This pile does not respond to email by definition.
- ☐ 12 Open by saying you noticed they had not renewed and wanted to understand why before chasing them.
- ☐ 13 Ask what they joined for, and whether they got it.
- ☐ 14 Ask what would have to be true for the chamber to be worth it next year.

- ☐ 15 Do not pitch benefits. Listen and write down what they say.
- ☐ 16 Offer a smaller tier if the answer is budget, and mean it.

4 Record what you learn

- ☐ 17 Write down every reason given, verbatim where you can.
- ☐ 18 Group them: price, relevance, time, a bad experience, a change at their company.
- ☐ 19 Note which reasons you can act on and which you cannot.
- ☐ 20 Share the summary with your board. This is the most useful membership data you will collect all year.

5 Run the report that predicts next year

- ☐ 21 Of the members who did not renew, count how many attended nothing in the preceding twelve months.
- ☐ 22 Compare that against your renewing members. The gap is your real churn driver.
- ☐ 23 Set a threshold for “dormant” and flag members at month six, not month twelve.
- ☐ 24 Put the dormant count on the same monthly report as cash and membership numbers.

6 Change these before next renewal season

- ☐ 25 Verify all billing contacts annually, ahead of season rather than during it.
- ☐ 26 Move renewal notices onto a channel that reaches everyone who opted in.
- ☐ 27 Automate reminders on a set schedule so nobody has to remember to send them.
- ☐ 28 Call the ten highest-value dormant members before renewal notices go out, not after.
- ☐ 29 Book the first review of dormant numbers for six months from now, and put it in the calendar today.

Want all of this handled in one place?

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