

Sample: Membership “Come Back to SMPS” Communications

EMAIL 30-90 DAYS AFTER MEMBERSHIP HAS EXPIRED

Subject line options:

Your connections are everything
You can still reap benefits of SMPS membership
Do you have questions about membership?
Your SMPS chapter misses you!

Body of email:

Hi, [add name]!

Hope you’re doing well! I’m reaching out on behalf of [chapter name]. We recently noticed that you haven’t renewed your SMPS membership, so I wanted to check in. Are there any questions I can answer about membership or resources available? If so, please reach out!

When I became more involved with SMPS and took advantage of the resources, the more I gained from membership. Here are a few I always count on:

- Complimentary learning labs at the SMPS HQ level
- Marketing Resource Center on MySMPS
- *Marketer* journal, which is now available digitally
- Discounts on programming, at the HQ, regional, and chapter levels
- Connections with members to share insight, challenges, and opportunities

Networking and connections within the industry are so important, and I’d love to see you come back as an SMPS member. The more A/E/C marketers and business developers in our community, the better for all of us! In case you misplaced the renewal notice, here’s where you can **renew online**. Again, please reach out, and let me know how I can help.

<https://www.smps.org/manage-your-membership/>

Thanks,
[name/signature line goes here]

PHONE MESSAGE; IF THE CHAPTER WOULD RATHER CALL (OR DO BOTH):

Hi, [add name], hope you’re doing well! I’m reaching out on behalf of SMPS [chapter name]. We recently noticed that you haven’t renewed your SMPS membership, so I wanted to check in. There are a lot of great things happening at the HQ and chapter level, and we’d love to see you come back. I’m happy to answer any questions about membership, so please reach out at [phone number]. *[optional: I also sent an email about renewing but if you didn’t receive it, give*

me a ring and I can forward it to you in case you have a different email.] Thanks, and have a great week!