



APWA Membership Renewal Efforts

The key to membership retention is for members to be engaged and have meaningful experiences during the duration of their membership (see [Retention: Best Practices for Chapters](#)).

Additional efforts are sometimes needed to encourage membership renewal. Below are the points of contact from headquarters to renew memberships. Unless stated otherwise, each step is addressed to the group key contact or individual member.

- 90-day pre-renewal: Email with invoice
- 45-day pre-renewal: Hard copy invoice mailed
- 30-day pre-renewal: Email with invoice
- 15-day pre-renewal: Email with invoice
- Membership not renewed: Email
- Membership not renewed to rostered group members: Email
- Membership dropped: Email
- 45-60 days after group drops: Phone call to group key contact

Chapter leaders are very important in the renewal process.

1. Data, data, data!
 - Review membership reports to identify any trends
 - Accurate contact information is critical for membership communication. Chapter leaders are the most likely to have personal connections and/or knowledge of transitions. Has anyone moved to a new organization or retired? If the change isn't reflected on your membership list, it has not been changed in the database. Help keep contact information as reliable as possible.
2. Personal outreach

A personal phone call or communication from a colleague or local connection will almost always be more persuasive than impersonal communication from APWA.