

Boosting Member Renewals: Strategies That Work

Retaining members takes more than just a reminder email.

Use these proven strategies to identify at-risk members early, personalise outreach, and highlight value all year long, without overwhelming your team.

SPOT AT-RISK MEMBERS EARLY

Use your data to identify disengagement before it's too late:

- **Track:** Login frequency, email opens, event attendance, community participation
- **Look for:** Declines in activity over time
- **Try this:** Set up alerts for inactive members or create a “low engagement” segment



Pro Tip: Still using spreadsheets? Upgrade to a dashboard to save time and see trends and/or use the [Engagement Scoring](#) feature in Higher Logic Thrive Marketing to set up customised disengagement tracking

SEGMENT AND PERSONALISE THE RENEWAL JOURNEY

Generic messages get ignored. Make it personal.

- **Follow up** on specific member interests and participation in recent events or courses
- **Reference** job role, company, or other member information in your subject line to make it clear the message is relevant (using first name has become a bit stale)
- **Segment** based on member type, tenure, or career level
- **Run A/B tests** on subject lines and CTA buttons



Pro Tip: Start small—personalise just one thing today to lift engagement. Check out our [10 Ideas to Segment and Personalise](#) and our [Association Email Benchmark Report](#) for segmentation, personalisation, and A/B test tips.

SPOTLIGHT YEAR-ROUND VALUE

Don't wait until renewal season to show value.

- Make sure you have a **strong member onboarding campaign** that orients new members to their membership
- **Promote** lesser-known benefits (e.g. CPD, resources, peer support)
- Use your community to **keep value visible** all year
- **Share** real member stories that show impact



***Pro Tip:** What's one benefit members often forget? Highlight that now.*

AUTOMATE WHERE YOU CAN

Smart automation = less manual effort, more results.

- **Send automated** reminders based on activity or membership type
- **Trigger** emails for non-openers or lapsed members
- **Schedule** benefit spotlights throughout the year



***Pro Tip:** Launch a re-engagement campaign for inactive members.*

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