



September 2022 – WIN-BACK RESOURCES

We want to provide you, our chapter leaders, with the **best resources** to help your membership marketing efforts around **recruitment, retention** and **engagement**. This month's focus is **win-back campaigns**. Here are two resources to win back members:

- 1) **5 Tips for Winning Back Your Members**
- 2) **Sample Phone/Voice Mail and Email Scripts for Memberships That Are Expired/About to Be Canceled or Recently Canceled**

- **Tip No. 1 Prioritize your win-back campaign list**
 - a. Chapter leaders and volunteers
 - b. Members who have attended events, utilized resources, participated in advocacy initiatives or proactively engaged in other ways with your chapter. This would also include loyal members who have been members for 3+ years.
 - c. Members with whom you have a personal connection (via a Chapter leader or volunteer, for example). Make your members your champions!
 - d. Younger members or those in specific roles or geographic areas whose involvement is key to your long-term success
 - e. Win-back campaigns are most successful when they are targeted and personalized. Reminder: you can pull an updated recently lapsed list from the Reports section of the [Chapter Portal](#).



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5 Tips for winning back your members continued ...

- **Tip No. 2: Give them the benefit of the doubt**
 - a. In many cases, members intended to renew or may not even realize that they have lapsed.
 - b. Taking a gentle but persistent approach and respecting members' preferences to be contacted at a later date or removed from future follow-up is critical to maintaining the relationship.

- **Tip No. 3: Create a sense of urgency**
 - a. Members need to know why now is the time to renew. ACEP and its chapters both have strength in numbers. For Chapters, the number of members as of January 1st determines their Councillor allocation. The Chapter gets greater representation nationally if they can win back lost members by the end of the calendar year.
 - b. Chapters could also consider providing an incentive (for example, a drawing for a free year of Chapter membership, free event registration, or another giveaway) for those who rejoin by a set deadline.



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5 Tips for winning back your members continued ...

Tip No. 4: Have talking points handy

- a. Members often have common questions or concerns based on their own experience or what they have heard from others. It is important to be prepared to speak to the issues they are concerned about. Some common examples are below:
 - i. [How does ACEP membership help me?](#)
 - ii. [What are you doing to protect my scope of practice?](#)
 - iii. [How are you protecting my autonomy as a physician?](#)
 - iv. [What are you doing for the smaller/democratic employer groups?](#)
 - v. [How does ACEP's voice impact national issues?](#)
 - vi. What has my Chapter been doing for me? [Insert your talking points here]

Tip No. 5: If you can't win them back, make sure you ask why

- a. Members have valid concerns that deserve attention, whether we need to revise our actions or just communicate better what we are doing on the issues they care about.
- b. People like giving their opinions, so even if they don't renew, ask them what more we can be doing (and report it back to ACEP).



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Sample Phone/Voice Mail and Email Scripts for Memberships That Are Expired/About to Be Canceled or Recently Canceled.

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ACEP Chapter Sample Phone/Voice Mail and Email Scripts **September 2022 Toolkit**

Directions: *Use these sample phone/voice mail and email templates to contact canceled members or those on the verge of cancelation.*

Sample Phone/VM Scripts: State legislative/advocacy focus

- Membership expired/about to be canceled
- Membership that was recently canceled

Sample Phone/VM or Email Script: General overview of chapter accomplishments/benefits

- Membership that is expired/about to be canceled
- Membership that was recently canceled

Sample Phone/VM or Email Script: From a Board member practicing at a community ED

- Membership that is expired/about to be canceled
- Membership that was recently canceled

SAMPLE PHONE/VOICE MAIL SCRIPT FOR BOARD MEMBER

Membership **expired/about to be canceled**

State Legislative/Advocacy Focus

Hi,

I serve on the Board of Directors of [Chapter Name] and see that [you have been a long-time member and] **your membership lapsed and will be canceled on [date of cancellation]**. I hope this is an oversight, but if not, I'm calling to find out why you have decided not to renew, and to see if there is anything I can tell you about what we are doing on your behalf that might get you to renew your membership.

[To the Chapter Leader:] If necessary, here are some talking points to assist you in discussing things your chapter has done for them recently:

In addition to the many benefits of ACEP membership, membership in our state chapter helps support important advocacy efforts on your behalf. Your practice would be dramatically different without our advocacy efforts. Imagine that you had to:

- *Put into context your legislative wins! Briefly discuss legislation your chapter helped pass or defeat that impacted your members' practice.*

Without specialty-specific advocacy from [Chapter Name], that's how you would be practicing medicine today. Your practice was protected because of our legislative and regulatory action! We hope you see your membership's value in your daily practice environment and take this opportunity to renew.

If appropriate, let the member know how they can renew: [To renew your membership, go to: www.acep.org/renew, or you can call ACEP Member Care at (844) 381-0911.]

SAMPLE PHONE/VOICE MAIL SCRIPT FOR BOARD MEMBER

Membership was recently canceled

State Legislative/Advocacy Focus

Hi,

I serve on the Board of Directors of [Chapter Name] and see that [you have been a long-time member and] **your membership lapsed and was recently canceled**. I hope this is an oversight, and you meant to renew, but if not, I'm calling to find out why you have decided not to renew, and to see if there is anything I can tell you about what we are doing on your behalf that might get you to renew your membership.

[To the Chapter Leader:] If necessary, here are some talking points to assist you in discussing things your chapter has done for them recently:

In addition to the many benefits of ACEP membership, membership in our state chapter helps support important advocacy efforts on your behalf. Your practice would be dramatically different without our advocacy efforts. Imagine that you had to:

- *Put into context your legislative wins! Briefly discuss legislation that your chapter helped pass or defeat that impacted your members' practice.*

Without specialty-specific advocacy from [Chapter Name], that's how you would be practicing medicine today. Your practice was protected because of our legislative and regulatory action! We hope you see your membership's value in your daily practice environment and take this opportunity to renew.

If appropriate, let the member know how they can renew: [To renew your membership, go to: www.acep.org/renew, or you can call ACEP Member Care at (844) 381-0911.]

SAMPLE PHONE/VOICEMAIL or EMAIL SCRIPT FOR BOARD MEMBER

Membership *expired and is about to be canceled*

General overview of chapter accomplishments/benefits

My name is [Board Member Name], and I am one of the [Chapter Name] board members.

It came to our attention that **your membership is due to lapse**, and I wanted to reach out and ask you to consider renewing.

If we are not meeting your needs as a valued member, I would love to connect so we can hopefully welcome you back in the future.

- I would love to share some of the important work we have been doing on your behalf. Recently these have included [customize your list]:
 - *chapter-specific legislative wins,*
 - *PR efforts,*
 - *partnerships & collaborations to advance specific priorities,*
 - *educational/practice resources, etc.*
- Did you know that we offer [customize your list]:
 - *educational opportunities,*
 - *networking events,*
 - *leadership development opportunities,*
 - *XYZ resource*

Please feel free to email or reach me on my cell below.

Thanks,

[Board member name/signature + email + cell phone number]

To renew your membership, go to: www.acep.org/renew or call ACEP Member Care at (844) 381-0911.

SAMPLE PHONE/VOICEMAIL or EMAIL SCRIPT FROM BOARD MEMBER

Membership was recently canceled

General overview of chapter accomplishments/benefits

My name is [Board Member Name], and I am one of the [Chapter Name] board members. It came to our attention **your membership lapsed and was recently canceled**. I wanted to reach out and ask you to consider re-joining.

If we are not meeting your needs as a valued member, I would love to connect so we can hopefully welcome you back in the future.

- I would love to share some of the important work we have been doing on your behalf. Recently these have included [customize your list]:
 - *chapter-specific legislative wins,*
 - *PR efforts,*
 - *partnerships & collaborations to advance specific priorities,*
 - *educational/practice resources, etc.*
- Did you know that we offer [customize your list]:
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Thanks,

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SAMPLE PHONE/VOICEMAIL or EMAIL SCRIPT FROM BOARD MEMBER

Membership **expired and is about to be canceled**

From a Board Member practicing at a community ED

This is [Board Member Name], I serve on the board for [Chapter Name] - I am new to the board and am a full-time community ED doc practicing in [City, Region or Hospital]. As a community ED doc, before my involvement with the board, I truly had no idea how intensely [Chapter Name] was working to protect and stabilize my ability to care for my patients.

I was recently notified by [Chapter Name] that **your membership will be canceled on [Date of Cancellation]**. I hope this was an oversight and that you will renew your membership with us. However, if it is not, and you are unhappy with our representation of you, I would be pleased to talk to you about your concerns and how we can use your experience to improve our efforts. We value your contribution to the specialty and hope we can reciprocate by adding value to your emergency physician experience.

If you have any questions for me or would like to chat further, I would be happy to talk with you.

[Chapter Name] is working on some vital initiatives for our practice. I'm happy to discuss it if you have time.

Thanks and take care,

[Board member name/signature + email + cell phone number]

To renew your membership, go to: www.acep.org/renew, or call ACEP Member Care at (844) 381-0911.

SAMPLE PHONE/VOICEMAIL or EMAIL SCRIPT

Membership was recently canceled

From a Board Member practicing at a community ED

This is [Board Member Name], I serve on the board for [Chapter Name] - I am new to the board and am a full-time community ED doc practicing in [City, Region or Hospital]. As a community ED doc, before my involvement with the board, I truly had no idea how intensely [Chapter Name] was working to protect and stabilize my ability to care for my patients.

I was recently notified by [Chapter Name] that **your membership was recently canceled**. I'm hoping this was an oversight and that you meant to renew your membership with us. However, if it was not, and you were unhappy with our representation of you, I would be pleased to talk to you about your concerns and how we can use your experience to improve our efforts. We value your contribution to the specialty and hope we can reciprocate by adding value to your emergency physician experience.

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[Chapter Name] is working on some vital initiatives for our practice. I'm happy to discuss it if you have time.

Thanks and take care,

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