

<<PLEASE PRINT ON LOCAL LETTERHEAD—THIS IS A SUGGESTED LETTER ONLY, FEEL FREE TO ADJUST IT AND CUSTOMIZE IT AS DESIRED>>

<Insert NAME>

<Insert ADDRESS>

<Insert CITY, ST ZIP>

Dear <FIRST NAME>:

## *We've missed you!*

We know that you haven't been to a meeting in awhile, and on behalf of <INSERT NAME OF CHAPTER>, I would like to invite you to our next meeting and invite you to take another look at New York State Women, Inc. Our next meeting will <INSERT MEETING DETAILS>.

New York State Women, Inc has gone through many exciting changes in the past few years. We have established a new identity, a new logo and have created a new personal and professional development program. We continue to be focused on networking and building powerful women personally, professionally and politically.

At the state level, New York State Women, Inc. is focused on providing pertinent and timely information to the members through unique programs, dynamic speakers, the newly designed and streamlined website and social networking sites and the magazine, NIKE. We've also expanded our Personal/Professional Development program to support programs for women of all ages and at all stages of their lives. In a nutshell, we think you'll find that we have plenty to offer you and are continuing to make changes and improvements based on our member's feedback and input.

At the local level, our chapter has continued to work on the programs that are important in our community such as our <<INSERT PROGRAMS SPECIFIC TO YOUR LOCAL>>.

I invite you to join us at our next meeting, <<INSERT DATE, TIME AND LOCATION OF NEXT MEETING INCLUDING INFORMATION REGARDING YOUR SPEAKER AND PROGRAMMING. PERHAPS OFFER A SMALL GIFT OR TOKEN OF GRATITUDE FOR THEIR ATTENDENCE>>. I'll be saving a seat for you so we can catch back up. If you need a ride or are unable to attend the next meeting, please let me know at: <<INSERT CONTACT INFORMATION>>

Sincerely,

<NAME>

Membership Chair

<<PLEASE PRINT ON LOCAL LETTERHEAD—THIS IS A SUGGESTED LETTER ONLY, FEEL FREE TO ADJUST IT AND CUSTOMIZE IT AS DESIRED>>

<Insert NAME>

<Insert ADDRESS>

<Insert CITY, ST ZIP>

Dear <FIRST NAME>:

## *We've missed you!*

<<INSERT LOCAL NAME>> has been evolving. We have established a new identity, a new logo and have created a new personal and professional development program. We continue to be focused on networking and building powerful women personally, professionally and politically.

We continue to work on the programs that are important to our community including <<INSERT PROGRAMS SPECIFIC TO YOUR LOCAL>>. We think you'll find that we have something to offer you and are continuing to make changes and improvements based on our member's feedback and input.

Don't take our word for it...come see for yourself. I invite you to join us at our next meeting, <<INSERT DATE, TIME AND LOCATION OF NEXT MEETING INCLUDING INFORMATION REGARDING YOUR SPEAKER AND PROGRAMMING. PERHAPS OFFER A SMALL GIFT OR TOKEN OF GRATITUDE FOR THEIR ATTENDENCE>>. I'll be saving a seat for you so we can chat! If you need a ride or are unable to attend the next meeting, please let me know at: <<INSERT CONTACT INFORMATION>>

Sincerely,

<NAME>

Membership Chair

## CALLING TIPS:

- Don't say "we've missed you, or we've not seen you" use I, make it personal.
- If you are doing all the talking, you're not doing the listening. Try to let them talk as much as possible, listen, pause then respond.
- Ask mostly open-ended questions, so they can't respond with just a yes or no.
- Use your knowledge of the person that you are calling. If you don't know them well enough, find out about them from another member. I.E. "Jean, I noticed that you and Barb seemed friendly. I haven't seen her at any meetings lately and I'd like to give her a call, but I really don't know her very well, what's she like?"
- Do NOT let lack of knowledge about a person stop you from calling! If you find that no one knows this member well, maybe that's the reason they are lapsed! Use that lack of knowledge by saying something like: "Gosh, Peggy our meetings are usually so busy, I realize that we've never really had a chance to get to know one another! Tell me about yourself..." OR invite them to lunch or coffee to chat.
- If you don't know how to address a concern or objection they raise, be honest—tell them you don't know, but that you'd like to do some research and get an answer for them. Acknowledge their concern, empathize with them if appropriate, then promise an action and get a commitment from them (see script below)
- Ask them for their ideas for a solution! "Mary, that's a valid concern. I'm sure you've been frustrated by that for some time...how do you think we should go about fixing that?"

Good Morning (afternoon, evening), NAME. This is \_\_\_\_\_ from <INSERT CHAPTER NAME>.  
How are you? (LISTEN TO RESPONSE)  
I've missed you at our meetings! (PAUSE...WAIT FOR THEM TO TALK FIRST)

NAME, I'm not sure if you realize this, but I noticed that your membership lapsed in <MONTH>. With the changes in our procedures, I'm finding that many members are just not sure how to pay dues now. <INSERT YOUR PROCEDURE AND THE AMOUNT OF DUES>. (i.e. Jan now collects our dues of \$50. If there are no changes to your contact information, you can just send her a check made out to <the local chapter>. Would you like me to e-mail her address to you? OR OFFER TO PICK UP A CHECK)

- IF DECIDED NOT TO RENEW MEMBERSHIP: I'm sorry to hear that (be sincere!). I'm sure that's not a decision you made lightly! Would you share with me your reason for deciding that?
- LISTEN TO RESPONSE...ACKNOWLEDGE HER CONCERN, ASK FOR HER IDEAS FOR SOLUTIONS, PROMISE AN ACTION, GAIN COMMITMENT. I.E. "Mary, you raise a good point, our meetings don't allow enough time for networking. I would imagine you're not the only member that feels that way. What would you suggest as a solution? I'm going to call Karen when we get off the phone and see if we can work on that. If we add more networking into our meetings, can I count on you to attend?"
- IF TOO EXPENSIVE: I understand, times are hard for everyone. So, what you're saying is that if money were no object, you would like to continue your membership? *<if the member is employed, ask if they have spoken to their employer about paying for membership. Many companies will pay for professional development or networking opportunities. If this is not an option, perhaps your club offers a scholarship for working women or retirees. If not, then gain permission to keep in touch with them in case their situation changes.* Would you like me to keep you informed about our up-coming programs? I know you've always enjoyed our \_\_\_\_\_. Would you be interested in still coming as a guest? ALWAYS ask permission to stay in touch: Mary, I know circumstances change for all of us. Would it be all right with you if I periodically keep in touch with you? Would you like me to let you know about our special events?

<<PLEASE PRINT ON LOCAL LETTERHEAD—THIS IS A SUGGESTED LETTER ONLY, FEEL FREE TO ADJUST IT AND CUSTOMIZE IT AS DESIRED. PLEASE INCLUDE A SELF ADDRESSED STAMPED ENVELOPE!>>

<Insert NAME>  
<Insert ADDRESS>  
<Insert CITY, ST ZIP>

Dear <FIRST NAME>:

*We're sorry to see you go!*

I am sure that it wasn't a decision made lightly. We'd like to hear about why you decided to leave New York State Women, Inc. Please take a moment to complete the following questionnaire. Your feedback will be taken into consideration as we move forward. If you have other suggestions you would like to share, please take a moment to contact me at <<INSERT CONTACT INFORMATION>>

Sincerely,

<NAME>  
Membership Chair

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Please indicate the reason you've have decided not to renew your membership:

- Too Expensive       Meeting Location       Lack of Value
- Joining another group       Career Change       Relocation
- Lack of Friendship       Lack of Networking       Speakers/Programs
- Too much Fundraising       Time Constraints       Political Reasons
- Other: \_\_\_\_\_

Which Committees did you work with? \_\_\_\_\_

Which Speakers/Programs did you enjoy the most? \_\_\_\_\_

What changes would make you reconsider your decision? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Optional: Name: \_\_\_\_\_ Phone: \_\_\_\_\_