**INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION**

**Tips for Using the Community We Want You Back Calls.**

This call script is for the community to make personal calls to the member to try to get them to rejoin IFMA and/or the chapter.

**Send this letter to Former Members**. Your community administrator and leaders with report access can run the “Former Members (All)” or “Former Members” reports within the members-only area of www.ifma.org to identify these members. The “Former Members” report allows you to specify a period of time for which you want to pull former members. The community could run this report on a monthly basis, pulling all former members who dropped their IFMA membership the previous month.

**Send this letter 5 months after the member expired.** Currently, IFMA calls members 1 month after their membership has expired. Based on the chapter retention timeline, calling members 5 months after their expiration will add an additional touch to expired members that is not during a month that IFMA sends out retention emails.

**For Example:** For members with a Paid Through Date of 12/31/2015, you would make the calls during the 1st or 2nd week of May 2016.

**In order to make these calls you will need to pull a dropped report for members who have dropped:**

1. IFMA and the community
2. Just the chapter

**Be sure to edit the call script** below based on who you are calling and whether or not they have dropped their complete membership OR just the community membership.

**Tracking Cancel Reasons**

It is very beneficial to the community to track the reasons why members are not renewing their community membership. Below is a list of refusal reasons members may not renew their community membership. You can use the list below and/or choose to add or create your own:

1. Budget Cuts/Downsizing
2. Employer No Longer Pays For It
3. Involved in Another Organization
4. Moving/Relocating
5. Changed Professions
6. No Longer Fits Needs
7. Too Expensive
8. Not Enough Value
9. Retired
10. Unemployed/Between Jobs
11. No Longer with Company
12. Another Co-Worker is a Member
13. No Time to Participate
14. Angry Over Community Policies

**OPENING PARAGRAPH:**

May I please speak with \_\_\_\_\_?

Hello M/M \_\_\_\_\_, my name is \_\_\_\_\_ calling on behalf of the International Facility Management Association Community, <community name>. I noticed that your community membership with the IFMA<community name> community expired on <PTD>. I want to chat quickly with you about the benefits belonging to the <community name> community of IFMA and invite you back!

If “YES” they want to rejoin the community:

***If they dropped the community AND IFMA:*** Great! <community name> community dues are <dues>. You can renew your membership online by logging into: <https://www.ifma.org/my-account/login-to-renew>.

***If they dropped the community ONLY:*** Great! <community name> community dues are normally <dues>; however, since you are adding the community mid-year your dues are prorated. You can add the community to your membership by calling IFMA’s Service Center of Excellence at: 713-623-4362.

***IF “NOT INTERESTED”:*** Is that because you’re unfamiliar with the benefits?

## IF “YES” OR “NO”:

Community membership offers valuable local networking, educational and career development resources, such as:

* Community members connect with like-minded individuals from around the world who share knowledge, answers and insights about managing <community industry> facility types or business sectors facilities.
* Participate in discussion groups to solve job-related problems and assist fellow members with projects and career objectives through the <community> online community.
* Access news, case studies, educational programs, benchmarking and best practices to address specific issues that you face managing <community industry> facilities.
* Keep current on the latest practices, trends and technologies relative to your industry or work environment.
* Community members benefit from professional and personal development.

***IF “I’M GOING TO RETIRE”:*** Congratulations! **IFMA** has a Retired membership for only $100 a year and staying involved in the <<Community name>> community is a great way to give back to the FM community. Would you like to continue your association with **IFMA** with a Retired membership?

***IF “YES”:*** Great. You can contact **IFMA** to renew at that level by calling 713-623-4362.

***IF “I’M UNEMPLOYED/BETWEEN JOBS”:*** You know, one of the benefits of community membership is networking opportunities with global FMs and business partners. Keeping your community membership active will enable you to stay on top of the current industry trends and issues that will help in your new job.

***IF “YES”:*** Great. You can contact **IFMA** to renew at that level by calling 713-623-4362.

**Leaving a VOICEMAIL**

Hello M/M \_\_\_\_\_, my name is \_\_\_\_\_ calling on behalf of the International Facility Management Association Community, <community name>. I’m sorry that I missed you, but I noticed that your community membership with the IFMA<community name> community expired on <PTD>. To ensure no further interruption of your member benefits, if you haven’t recently done so, please take a moment to renew your community membership today by contacting **IFMA** at:

713-623-4362

If you would like to chat about the benefits of belonging to the <community name> community of IFMA please give me a call at: <<phone number>> or email: <<email>>.

We hope to hear from you soon. Have a good day.

**Tracking Cancel Reasons**

It is very beneficial to the community to track the reasons why members are not renewing their community membership. Below is a list of refusal reasons members may not renew their community membership. You can use the list below and/or choose to add or create your own:

1. Budget Cuts/Downsizing
2. Employer No Longer Pays For It
3. Involved in Another Organization
4. Moving/Relocating
5. Changed Professions
6. No Longer Fits Needs
7. Too Expensive
8. Not Enough Value
9. Retired
10. Unemployed/Between Jobs
11. No Longer with Company
12. Another Co-Worker is a Member
13. No Time to Participate
14. Angry Over Community Policies