**Tips for Using the IFMA Council Wants You Back Letter**The Council Want You Back Letter invites lapsed chapter members to reinstate their membership.

* **Send this letter to former members who expired 7 months ago.** Your council leaders with report access can run the “Dropped Members” report within the members-only area of www.ifma.org to identify these members. The “Dropped Members” report allows you to specify a period of time for which you want to pull former members by the date that they were dropped from membership. The council could run this report on a monthly basis, pulling all dropped members who dropped their IFMA membership the previous month.
* **For Example:** Members with a paid through date of 12/31/2015 would receive this email the 1st week of July 2016.

* **Personalize this letter with information about specific council benefits.** What return on investment are you providing to members who participate in local council education and events? Remind your members why council membership is indispensable!

* **Follow up for a more effective membership retention strategy.** To make this letter part of your overall membership retention program, plan to call these non-active members two weeks after emailing the letters.

Dear <Name>:

In a recent review of active members in the <Council Name> Council of IFMA, we noticed that your council membership lapsed. On behalf of our council, I encourage you to reactivate your council membership—don’t miss out on the valuable resources and benefits that can help you advance your career and improve the performance of your facilities!

**Renewing your membership is easy!**

* Contact our Member Services at IFMA’s Service Center of Excellence (SCOE) at +1-713-623-4362.

Each IFMA member is a significant part of our community—we don’t want to lose you! Please keep in mind all of the perks and the potential for personal and professional growth that the <Council Name> Council of IFMA provides.

## Value of Council Membership:

* Council members connect with like-minded individuals from around the world who share knowledge, answers and insights about managing <council industry> facilities.
* Access to peer knowledge through the <council industry> online community.
* Educational programs, benchmarking and best practices address specific issues that you face managing a <council industry> facility.
* Participate in discussion groups to solve job-related problems and assist fellow members with projects and career objectives.
* Council members benefit from professional and personal development.

If you have any questions or comments about your membership, please contact me. We want to ensure that we continue to be of value to you.

I look forward to welcoming you back as a member of our council!

Sincerely,

<signature if available>

President

<Council Name> Council of IFMA