



HRC-INCOSE Membership Renewal Plan

Membership Year 2008-2009

This Membership Renewal Plan for the Huntsville Regional Area INCOSE (HRC-INCOSE) Chapter outlines the chapter's process to encourage members to renew their membership. This plan consists of Initial Contact and Follow-up Actions. Contacting the members to remind them about membership renewal will occur monthly by the chapter's Membership Chair.

Initial Contact:

The Membership Chair will make initial contact with members whose membership is within 30 days of lapsing. A friendly email will be sent providing a reminder and listing some of the membership benefits listed on the INCOSE website (www.incose.org) and encouraging members to renew early, so that their membership will not lapse. Members will be made aware that they may miss out on these exciting events if they do not renew soon!

Follow-up Actions:

If for some reason a member does not renew within 30 days after the initial contact, the Membership Chair will follow-up with a phone call or face-to-face meeting as appropriate. The outreach will attempt to probe the lapse members for specific reasons as to why he or she chose not to renew. For any reason that does not fall into the "no longer in the field/retired" category, the Membership Chair will attempt to respond to the lapsed member with positive feedback or as much information as possible.