Instructions for Calls to Non-Renewing Members

Thank you for helping the LBA reach out to members who have not yet renewed for 2010. Direct contact from a colleague may be just the “nudge” they need to keep them from letting their memberships lapse.

Maximize your effectiveness by calling only those with whom you have a positive personal or professional connection. For each person, you will have info about his/her past LBA involvement (e.g., CLE attendance, participation in group health insurance, etc.).

Suggested Approach

"Hello, ___________. This is ________________ and I’m calling today on behalf of the Louisville Bar Association. We’re finalizing the membership rolls as we get ready to print the 2010 pictorial roster and I notice that you’re not on the list. We want you to be included so I’m calling to let you know there’s still time for you to renew your membership, be included in the roster and receive all the other benefits of belonging to the LBA. Can I tell the Membership Department to count you in?"

(If yes, continue with): “Great! You will receive a dues statement in the mail. Just return it with your payment by March 31st and you’ll be all set. Let me make sure we have your current address (verify that we have the correct address; if not, capture new address). Thanks for continuing your LBA membership.”

(If no or non-committal, continue with): “If it will make it easier for you to renew, the LBA can break your dues into 3 installments. You can make one payment by March 31st, another by June 30th and another by September 30th. You can still be in the roster, keep receiving Bar Briefs and not lose any other benefits of LBA membership. Do you want to take advantage of this option?” (If yes, follow script above).
(Optional additional coaxing): "You probably didn’t receive this month’s Bar Briefs because it was only mailed to current LBA members. If you renew now, I can make sure you get it and all future issues. Do you want to get back on the mailing list?" *(If yes, follow script on reverse)*.

(Optional additional coaxing, if applicable): "I see that you’ve attended CLE seminars at the LBA in the past. Don’t forget that members pay just half the rate charged to non-members. You can recoup your dues after only a few programs. Do you want to take advantage of this discount?" *(If yes, follow script on reverse)*.

(Optional additional coaxing, if applicable): "I see that you have health insurance through the LBA’s group plan. Don’t forget that you must belong to the LBA to continue that coverage. Do you want to keep this benefit?" *(If yes, follow script on reverse)*.

*(If it’s still no, conclude with): "We hate to lose you as an LBA member. But if you decide to rejoin at a future date, just contact the Membership Department for an application."

**Additional Notes**

Do not call anyone who already has an X by his or her name. Another caller has already made contact with that person.

If you cannot speak directly to the person you’ve called (e.g., if you get voicemail), don’t leave a message. Try that person again later if time permits. If you still cannot make direct contact, let a different caller try that person another time.

After you have spoken to someone, put an X by the name and indicate whether he or she did/did not agree to renew. Be sure to note if the installment dues option was selected. Put your name down as the caller.

*Thanks again for your assistance in this effort to boost LBA membership!*