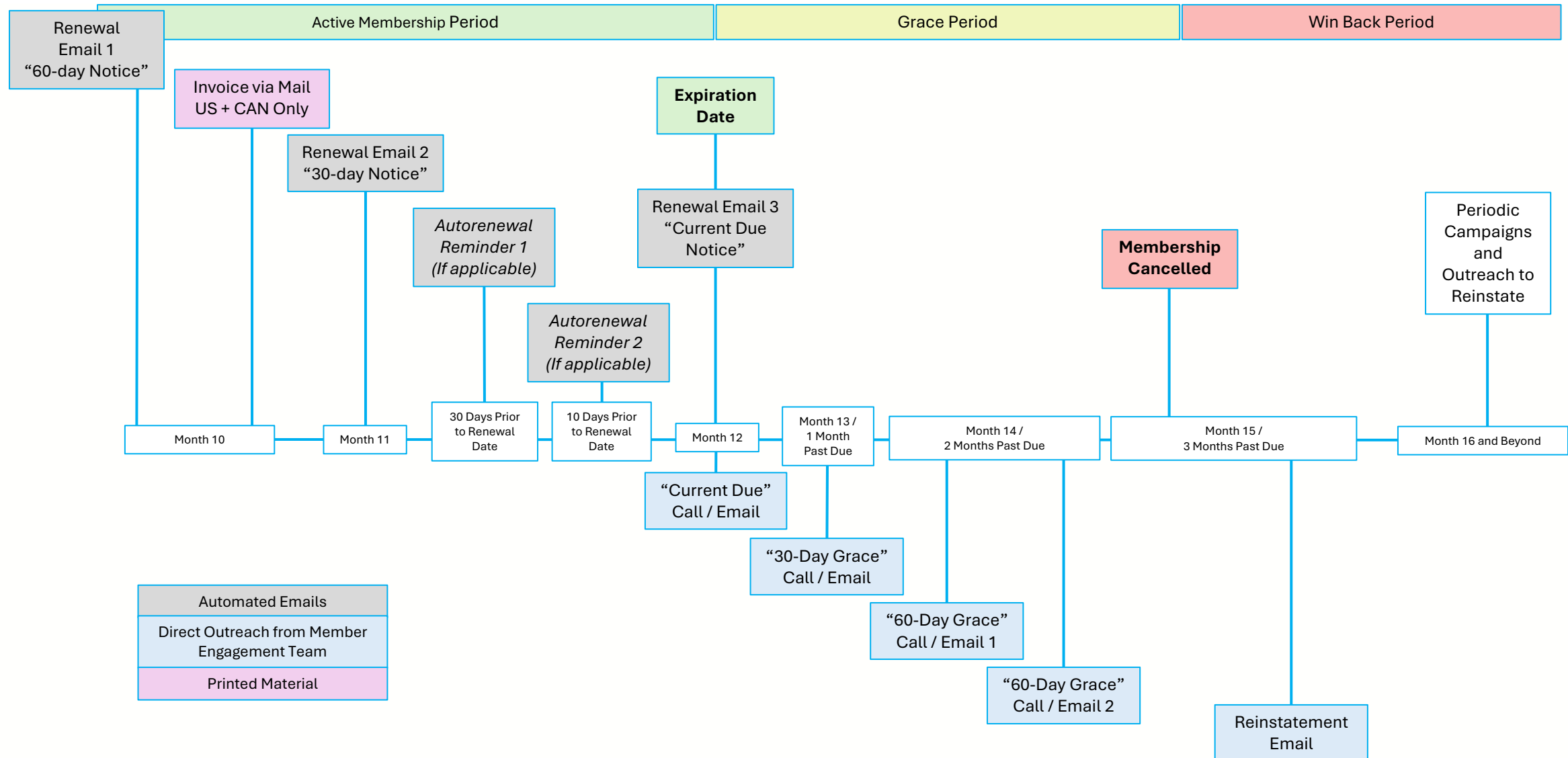


MPI Global and Chapter Retention Strategy

MPI Global Retention

- Communication begins two months prior to the month of expiration, extends through the two-month grace period, and into the month of termination. This is a total span of six months.
- Once a membership is terminated, periodic communications are sent in an effort to reinstate or “win back” the member.
- Chapter and Global communications should work in harmony to avoid overlap and save on volunteer resources (time).

Global Retention Timeline



Example: Retention Communications



This is the Global communication timeline for a membership expiring on May 17, 2025

March 2025	Renewal Email 1
	Invoice sent via mail (US and CAN only)
April 2025	Renewal Email 2
April 17, 2025	(If applicable) Autorenewal Reminder 1 via email
May 7, 2025	(If applicable) Autorenewal Reminder 2 via email
May 2025	Renewal Email 3
	Current Due call and/or email from Member Engagement Representative
May 17, 2025	Expiration date
June 2025	30-day grace call and/or email from Member Engagement Representative
July 2025	(1) 60-day grace call and/or email from Member Engagement Representative (typically during the first week)
	(2) 60-day grace call and/or email from Member Engagement Representative (typically after the 15 th)
August 1, 2025	Membership terminated (access to benefits disabled, including Member Directory, MPI Communities, subscriptions, discounts)
August 2025	Reinstatement email from Member Engagement Representative
September 2025	Win back period begins. Periodic outreach to reinstate the member.

Global Messaging



Renewal Email 1

REMINDER

**It's time to
renew your MPI
membership.**

[I'd like to renew today!](#)

We wanted to take a moment and remind you that your membership is up for renewal!

Over the past year, our association has continued to grow and evolve, providing even more value to our esteemed members like you. We are thrilled to have you as part of our vibrant community and want to ensure you continue to enjoy the full range of benefits available to you.

By renewing your membership today, you'll maintain access to the following exclusive advantages:

Expansive Networking Opportunities: Continue access to a diverse, global network of fellow event and meeting professionals, industry experts and thought leaders.

Educational Resources: Stay ahead of the curve with our extensive library of cutting-edge resources including research papers, case studies, best practices and expert-led webinars.

Member-Only Discounts: Enjoy substantial savings on renowned conferences, workshops and training programs.

Recognition and Prestige: As a member of MPI, you are included in a prestigious group of international meeting and event professionals. Continue to showcase your excellence within the industry.

Together, we can shape the future of meetings and events. Because when we meet, we change the world.

Renewal Email 2 Version A



**Has it been a year,
already?**

[Renew my MPI membership](#)

You'll stay connected to

NETWORKING with a community of 12,000+ members and local chapters across the globe.

EDUCATION through the MPI Academy, with member discounts on in-person and digital learning.

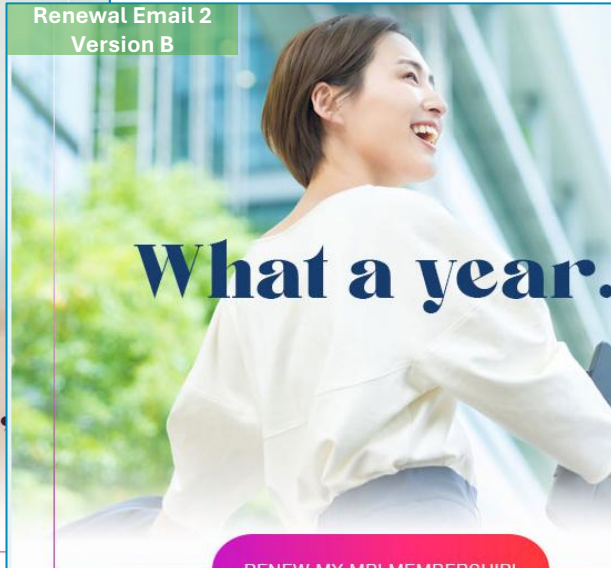
MPI COMMUNITIES, where event professionals with shared interests collaborate and grow.

MPI'S EVENTS, including WEC, where MPI's best and brightest come together.



When we **meet**, we change the world.*

Renewal Email 2 Version B



What a year.

[RENEW MY MPI MEMBERSHIP!](#)

**You'll stay connected to
another year of**

NETWORKING with a community of 12,000+ members and local chapters across the globe.

EDUCATION through the MPI Academy, with member discounts on in-person and digital learning.

MPI COMMUNITIES, where event professionals with shared interests collaborate and grow.

MPI'S EVENTS, including WEC, where MPI's best and brightest come together.



Renewal Email 3



**Don't get
disConnected.**

[Renew my MPI membership](#)

Your membership is about to expire! Don't lose your passport to unparalleled success in the meetings and events industry.

Continue your journey to success with the exclusive features and benefits that make an MPI membership the ultimate game-changer:

Amplify your Network: Stay connected with a global community of meeting and event professionals. Forge valuable relationships that open doors to endless opportunities, collaborations and career advancement.

Knowledge Empowerment: Stay ahead of the curve with access to cutting-edge industry resources, educational programs and professional development opportunities. MPI equips you with the tools and knowledge needed to thrive in our rapidly evolving industry.

Industry-Leading Education: Enhance your skills and expand your expertise through our world-class education offerings. From certifications to immersive workshops, you'll elevate your professional profile and stand out as a trusted authority in the field. Stay relevant, adaptable and in-demand.

Exclusive Events and Experiences: Immerse yourself in transformative experiences at our renowned conferences, seminars and local chapter events. Continue access to influential speakers, cutting-edge technology and innovative trends.

Unrivaled Resources: Maintain access to a wealth of invaluable resources, including industry reports, research papers and best practices. Stay in-the-know about emerging trends, destination insights and technological advancements. By keeping your finger on the pulse of the industry, you'll continue to make informed decisions that drive success.

Together, we can shape the future of meetings and events. Because when we meet, we change the world.

Global Messaging



Congratulations! It's time to continue the wise investment you've made in yourself by renewing your membership with Meetings Professional International.

Throughout the course of your involvement with this amazing community, you have helped serve as the proof point behind our belief that "when we meet, we change the world". We are thrilled to continue growing alongside you and working to advance our industry.

As you know, MPI is devoted to "connecting the connectors." I know that this small investment in yourself has paid countless dividends; from our future-proofing education to connections with talented meeting and event professionals in your city and around the world.

Of course, the best way to continue to maximize your membership's potential is to be active in your local MPI chapter. So, get out there and volunteer, network and make a difference in your community!

Included with this letter is your renewal invoice. In order for you to continue to take advantage of everything MPI has to offer, please return this invoice with payment or visit mpi.org and log in to your account to renew.

I look forward to talking with you soon. And if there is absolutely anything we can do, please reach out at feedback@mpi.org or call +1.972.702.3030.

Thank you for continuing to be a valued member of MPI!

Christine Richards
Manager, Membership Development
Meetings Professionals International

Invoice Letter
(Printed)

We have been trying to reach you regarding your MPI membership renewal, but unfortunately, our efforts have been unsuccessful. As a result, you have lost your MPI benefits. However, you can still reinstate your membership and keep your local chapter membership, TMP magazine subscription, access to www.mpi.org, and your MPI tenure.

We understand that these are challenging times for many MPI members. If you need to discuss any of the following, please don't hesitate to contact me:

- An installment arrangement
- Free unemployment membership assistance

We know that during tough times, you need MPI the most. Please be assured that we understand your situation and will work discreetly to find a membership solution that works for you. You can contact me at 972-702-3030 and you can email me at feedback@mpiweb.org

Thanks again for being a member of MPI.

Don't hesitate to reach out to me with any questions or concerns.

Reinstatement Message
from Membership Team

Thank you for being a valued member of Meeting Professionals International. We greatly appreciate your support and involvement in our wonderful organization.

I wanted to reach out and remind you that **your MPI membership is up for renewal and is scheduled to cancel soon** at the end of your 60-day grace period on December 1st, 2024.

We don't want you to miss out on the benefits and opportunities that come with being an MPI member. If you have already reached out to our membership team and updated us on your status, please disregard this email.

Renewing your membership is quick and easy. If you have any questions or need assistance with the renewal process, please don't hesitate to reach out. I can be reached at 972-702-3030. Alternatively, you can renew online by visiting www.mpi.org and logging into your account.

By renewing your MPI membership, you'll continue to have access to valuable resources, educational opportunities, networking events, and much more. We value your contribution to the industry and would be thrilled to welcome you back.

Grace Period Message from
Membership Team



Example of
"Win Back"
Messaging

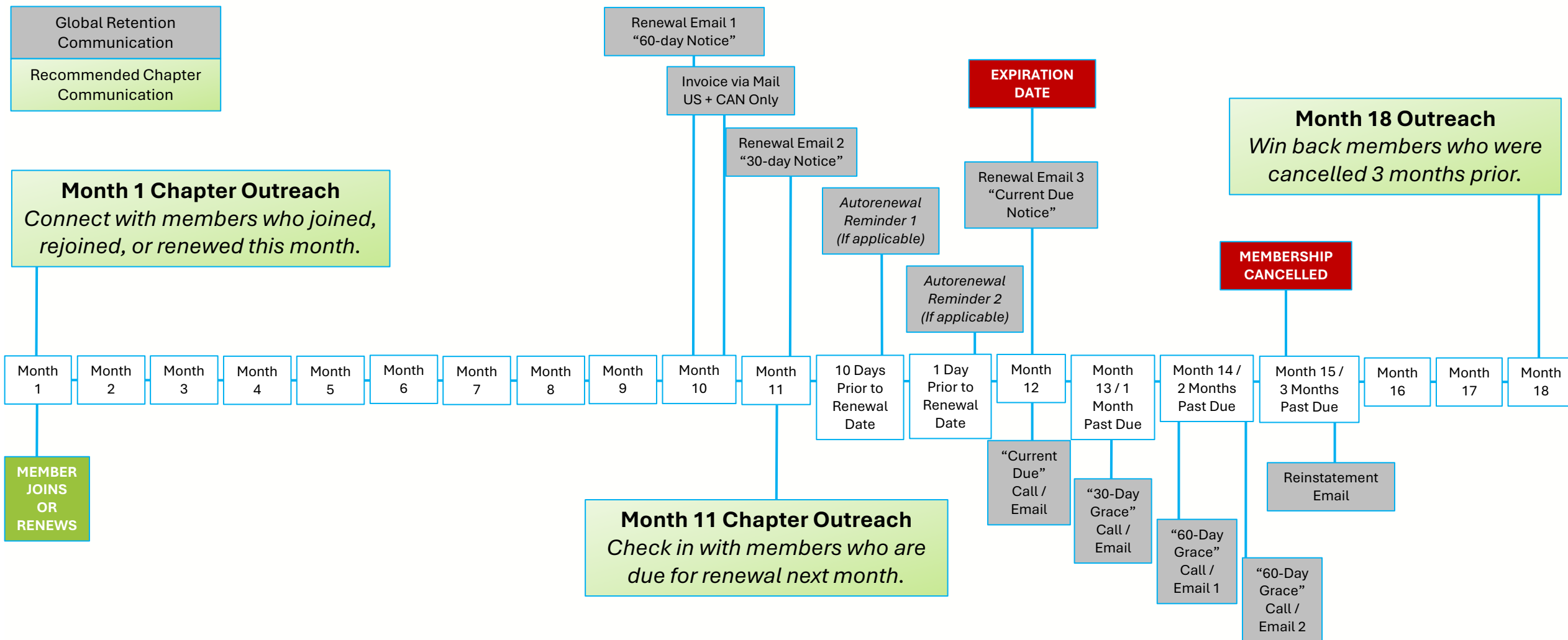
Ready to return?
We have a special
offer for you!

Friend, we'd love to have you back! What better time to re-engage with professionals around the world or in your area?

We've made it even easier for you to return and enjoy the benefits quickly, with an added BONUS.

Recommended Chapter Retention Efforts

Recommended Chapter Outreach



Recommended *Minimum* Chapter Communication: Month 1



Not sure where
to begin?
**Start here and
focus on
retention!**

Current Month	Report Information
January	- Report Name = New Members; Report Dates = 1/1 - 1/31 of the current year - Report Name = Renewals; Report Dates = 1/1 - 1/31 of the current year
February	- Report Name = New Members; Report Dates = 2/1-last day of February of current year - Report Name = Renewals; Report Dates = 2/1-last day of February of current year
March	- Report Name = New Members; Report Dates = 3/1-3/31 of current year - Report Name = Renewals; Report Dates = 3/1-3/31 of current year
April	- Report Name = New Members; Report Dates = 4/1-4/30 of current year - Report Name = Renewals; Report Dates = 4/1-4/30 of current year
May	- Report Name = New Members; Report Dates = 5/1-5/31 of current year - Report Name = Renewals; Report Dates = 5/1-5/31 of current year
June	- Report Name = New Members; Report Dates = 6/1-6/30 of current year - Report Name = Renewals; Report Dates = 6/1-6/30 of current year
July	- Report Name = New Members; Report Dates = 7/1-7/31 of current year - Report Name = Renewals; Report Dates = 7/1-7/31 of current year
August	- Report Name = New Members; Report Dates = 8/1-8/31 of current year - Report Name = Renewals; Report Dates = 8/1-8/31 of current year
September	- Report Name = New Members; Report Dates = 9/1-9/30 of current year - Report Name = Renewals; Report Dates = 9/1-9/30 of current year
October	- Report Name = New Members; Report Dates = 10/1-10/31 of current year - Report Name = Renewals; Report Dates = 10/1-10/31 of current year
November	- Report Name = New Members; Report Dates = 11/1-11/30 of current year - Report Name = Renewals; Report Dates = 11/1-11/30 of current year
December	- Report Name = New Members; Report Dates = 12/1-12/31 of current year - Report Name = Renewals; Report Dates = 12/1-12/31 of current year

- Build a relationship with new members who joined in the current month and recognize returning members who renewed in the current month.
- The **New Members** report shows all members who joined or rejoined in the requested timeframe.
- The **Renewals** report shows all members who renewed during the requested timeframe.

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with reports?**
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Other Recommended Chapter Communications: Month 11



Have capacity for more?
Add this check-in to boost retention!

Current Month	Report Information
January	- Report Name = Memberships Due for Renewal - Report Dates = 2/1 - last day of February of the current year
February	- Report Name = Memberships Due for Renewal - Report Dates = 3/1 - 3/31 of the current year
March	- Report Name = Memberships Due for Renewal - Report Dates = 4/1 - 4/30 of the current year
April	- Report Name = Memberships Due for Renewal - Report Dates = 5/1 - 5/31 of the current year
May	- Report Name = Memberships Due for Renewal - Report Dates = 6/1 - 6/30 of the current year
June	- Report Name = Memberships Due for Renewal - Report Dates = 7/1 - 7/31 of the current year
July	- Report Name = Memberships Due for Renewal - Report Dates = 8/1 - 8/31 of the current year
August	- Report Name = Memberships Due for Renewal - Report Dates = 9/1 - 9/30 of the current year
September	- Report Name = Memberships Due for Renewal - Report Dates = 10/1 - 10/31 of the current year
October	- Report Name = Memberships Due for Renewal - Report Dates = 11/1 - 11/30 of the current year
November	- Report Name = Memberships Due for Renewal - Report Dates = 12/1 - 12/31 of the current year
December	- Report Name = Memberships Due for Renewal - Report Dates = 1/1 - 1/31 of the following year

- Check in with members who are due to renew next month.
- The **Memberships Due for Renewal** report shows you members who are paid through a specific timeframe.

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Other Recommended Chapter Communications: Month 18



Do you have capacity for more? Use this win back strategy!

Current Month	Report Information
January	Report Name = Cancellations Report Dates = 10/1-10/31 of prior year
February	Report Name = Cancellations Report Dates = 11/1-11/30 of prior year
March	Report Name = Cancellations Report Dates = 12/1-12/31 of prior year
April	Report Name = Cancellations Report Dates = 1/1-1/31 of current year
May	Report Name = Cancellations Report Dates = 2/1-last day of February of current year
June	Report Name = Cancellations Report Dates = 3/1-3/31 of current year
July	Report Name = Cancellations Report Dates = 4/1-4/30 of current year
August	Report Name = Cancellations Report Dates = 5/1-5/31 of current year
September	Report Name = Cancellations Report Dates = 6/1-6/30 of current year
October	Report Name = Cancellations Report Dates = 7/1-7/31 of current year
November	Report Name = Cancellations Report Dates = 8/1-8/31 of current year
December	Report Name = Cancellations Report Dates = 9/1-9/30 of current year

Some members in your Chapter may not renew by their Expiration Date. Eventually, their membership will be cancelled at the start of the third month following the Expiration Date. E.g., if Mary's membership *expires* December 9 and she does not renew, her membership will be *cancelled* at the beginning of March.

Win back members who *expired* six months ago and *cancelled* three months ago.

The **Cancellations** report shows memberships that were cancelled during the requested timeframe.

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