

EAPA Chapter/Branch Leader's Toolkit

REACHING OUT TO NEWLY LAPSED AND EXPIRED MEMBERS

If you get no response after sending an outreach letter or e-mail to newly lapsed and/or expired members, you may want to personally contact them on behalf of your chapter/branch. The purpose of the conversation is to find out and possibly remedy the issues that prevented the member from renewing.

Possible explanations for non-renewal:

"I forgot."

No problem, renewing your EAPA membership is really easy:

- *If you retained a copy of your dues invoice, simply mail to EAPA Headquarters: 4350 North Fairfax Drive - Suite 410, Arlington, Va. 22203 or fax to: (703) 522-4585.*
- *If you want to renew online, go to www.eapassn.org and click on "Join Now". After your last name, type in "renew".*
- *If you prefer to renew via phone, simply contact the Membership staff at (703) 387-1000, ext. 334.*

"I don't have time to be involved this year."

Your involvement in EAPA could save you time. As more and more organizations are requiring a certification or evidence of continuing education, you'll benefit from attending the meetings/training events sponsored by the chapter. This way you can still network with colleagues (another benefit), and earn professional credits simultaneously.

"I had a bad experience with the chapter or EAPA."

Would you mind telling me a little about what happened, I'd like to help resolve the issue if possible. ...I'm sorry to hear that, I'm sure that our chapter/branch officers would like to know about your experience. Would you mind sharing the issue, so that we can attempt to get it resolved?

You may want to close the conversation as follows:

Thanks for taking the time to speak with me today. If you have any other questions or concerns regarding the re-activation of your membership or our chapter/branch, please contact (chapter/branch contact name and number). I'd also like to personally invite you to attend out next (special event or training event). I hope to see you there!