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Membership Renewal Communications and Lapsed Member Reports

7 messages

Cherice Smithers <csmithers@fnps.org> Mon, Jul 13, 2026 at 2:16 PM
To: fnps-chapter-presidents@fnps.org, FNPS Council of Chapters <fnps-council-of-chapters@fnps.org>
Cc: Melissa Fernandez <mfernandez@fnps.org>, Valerie Anderson <communications@fnps.org>, Ann Redmond <aredmond@fnps.org>, Gene Kelly <ekelly@fnps.org>

Good afternoon,

We wanted to share a quick overview of how the Society communicates with members whose memberships are approaching expiration or have already lapsed, along with a resource available to help your chapter with membership outreach. Please read through to the end for a few additional resources and reminders.

Renewal Communications

We send reminder emails 30 days and 10 days before a membership expires. If a member does not renew, we follow up with additional reminder emails 5, 20, and 45 days after the expiration date.

In addition, we send quarterly postcards to members who remain lapsed after these email reminders. From time to time, members may also receive other renewal outreach highlighting the impact of their membership and the benefits of rejoining.

Chapter Lapsed Member Report

A new Lapsed Members report is now available on your chapter's page in the Chapter Portal. The report includes members whose memberships have lapsed since 2021 and can be a helpful tool for reconnecting with former members.

One of the report columns indicates whether a member was enrolled in auto-renewal in our previous membership database before we transitioned to the new CRM last July. Because auto-renewals could not be transferred to the new system, these members needed to set up auto-renewal again after renewing. This may help explain why some longtime members appear on the lapsed list.

Members identified as former auto-renewal participants have already received emails explaining the transition and the need to re-enroll in auto-renewal. They will also be receiving a reminder postcard over the next couple of weeks.

The membership reports are password protected. If you need the access code, please check with your chapter leadership first, as it was shared with each chapter last September. If you still need it, just let me know and I'll be happy to resend it.

Finally, while our automated renewal emails help keep members informed, a personal email or phone call from someone in the chapter can often make the biggest difference. We hope this report helps you reconnect with former members and welcome them back to FNPS.

Need Help?

As a reminder, I offer one-on-one virtual office hours for chapter leaders. If you'd like to discuss membership, reports, the Chapter Portal, or anything else, you can book a time using this link:

https://calendly.com/csmithers-fnps/30min

I'm always happy to help!

Best,
Cherice

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Cherice Smithers