

Automatic Renewal

A TOOLKIT FOR STATE AND LOCAL SOCIETIES

Strategy:

Developing and promoting a strategy for auto-renewals of membership helps offer members more options, eliminates unintentional non-renewals, makes membership simpler, and improves retention rates.

Why Automatic Renewal?

“Associations are masters of the annual cycle, but perpetual membership signals a genuine shift in mindset.”

According to the 2021 Membership Marketing Benchmarking Report from Marketing General Incorporated, “Associations that offered automatic renewals were more likely to see increases in their renewal than those associations that did not.” Early internal analysis indicates that broader use of auto renewal across the Tripartite could be valuable to retention if combined with installments and integrated with a specific and targeted early career new dentist strategy.

The first five years after graduation are the most volatile time in membership for the ADA. After that, membership tends to stabilize and the retention rate is typically over 90%. However, the membership loss of new dentists in the “second year out” of dental school impacts the proportion of dentists in that given class who will stay members over the long-term. Given the level of diversity within the new dentist market, the overarching goal of the ADA is to increase retention across the new dentist segment, particularly, those who are one to five years out of dental school.

This toolkit is designed to help you promote automatic renewal to your members through personal outreach efforts, print and digital publications, website and social media.

NOTE: Automatic renewals and installment payments raise legal issues. For general information, see: [ADA Recommendations for Auto-Renew of Membership Option](#)

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Supplemental copy to be added to renewal emails and invoices

Top Reasons to Promote Automatic Renewal for Membership Dues

- **Increase your retention rate** – Associations that offered automatic renewals were more likely to see increases in their renewals than those associations that did not.
- **Make life simpler for members** – The great thing about automatic renewals is members can set it and forget it. They don't have to worry about service interruption if they forget to pay or having to send in a check or manually going online to make a payment every year.
- **Free up association staff time** – By reducing the number of lapsed memberships, your staff spends less time on the renewal process (writing and sending renewal messages, calling members), giving them more time to spend on creating a great member experience.
- **Provides a more predictable revenue stream** – Knowing that a certain percentage of your memberships will likely renew automatically helps give you a more predictable revenue flow throughout the year.
- **Eliminate unintentional non-renewal** – One of the top reasons members don't renew is because they simply forget. Auto-renewal helps eliminate that problem.
- **Recovery will be critical** – 45% of associations reported a membership renewal decline last year - now is the time to reestablish growth and vitality for membership programs.
- **Members use auto-renewals for services in their personal lives** – Why not offer the option to pay for their membership dues the same way?

Top Ten Ways to Promote Automatic Renewal for Membership Dues

"Making a list of all the ways you communicate with your members is the first step to making your campaign a success." Grazia A. Yaeger, New York State Dental Association Director of Marketing and Communication

1. Promote automatic renewal on your website
2. Be sure the guidelines for signing up for automatic renewal are an easy click away
3. Highlight the option of automatic renewal on your join and renewal page
4. Add promotional copy about automatic renewal to all of your invoices
5. Raffle off one nice giveaway for those who sign up for automatic renewal (be careful to comply with applicable laws governing contests and sweepstakes)
6. Highlight automatic renewal in all outreach to your members. You never know when it might strike the right time for your member
7. Offer a special invitation or incentive for those who sign up for automatic renewal
8. Promote automatic renewal in all of your print publications
9. Promote automatic renewal on all of your social channels
10. Highlight the option of automatic renewal in all of your digital publications

Supplemental copy to be added to renewal emails and invoices:

Now Available: Auto-Renew and Payment Plan Options

Set it and forget it! Don't ever forget to renew your membership again. Available for payment plan installments and payment in full.

Set it and forget it by enrolling in membership automatic renewal

Members have a new way to pay dues that provides a convenient way to maintain your membership and benefits. The auto-renewal plan allows your dues to be automatically renewed and paid with your credit card each year.

Automatic Membership Renewal

The [dental society] is pleased to offer our members a convenient way to pay dues with Automatic Renewal service. Automatic Renewal provides a convenient way to renew your membership. When you enroll in the Automatic Renewal Program, your membership will stay current so you continue to receive your membership benefits uninterrupted. Your membership can be renewed each year with no effort on your part!

Print and Digital Publications:

Why sign up for automatic renewal?

- **Uninterrupted Membership:** Your [dental society] membership can continue automatically for uninterrupted valuable benefits and services, such as:
 - Insurance
 - Publications
 - Clinical Resources
- **Saves Time:** One fewer bill to remember to pay and eliminate multiple renewal reminders.
- **No Risk:** We'll send you a reminder. You can cancel anytime.*

Join/Renew page on society website:

Sign up with automatic renewal for your membership dues and we'll do the rest. Be sure to check the auto-renew option when you join or renew!

- **Hassle-Free:** Your membership continues without the need to manually renew.
- **Convenient:** Less mail. No stamps or checks needed. No need to go online.
- **No-Risk:** We'll send you a reminder. You can cancel anytime.* See the full terms and conditions.

Supplemental copy for your social media renewal strategy:

Facebook/LinkedIn:

Set it and forget it by enrolling in membership auto-renewal! Members have a new way to pay dues that provides a convenient way to maintain membership and benefits. The Auto-Renewal Plan allows your dues to be automatically renewed and paid with your credit card each year. No hassle. Cancel any time.*

Instagram/Twitter:

Now Available: Auto-Renew and Payment Plan Options. Set it and forget it! Don't ever forget to renew your membership again. Available for payment plan and payment in full.

*Add in any specifics regarding your state's cancelation policy for auto-renewal