

VFW Auxiliary Membership Moment

Tips for Writing an Effective Dues Renewal Letter

UNWAVERING SUPPORT



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Whether it is sent by mail or e-mail, your Auxiliary's membership dues renewal letter is one of the most important tools for member retention. To ensure that it is effective, here is a brief checklist of suggested items to follow before you lick that envelope or hit the "Send" button.

Tone – Is your message personal?

- Is the greeting personalized? (For example, use the member's name instead of "Dear Member.")
- Is your tone warm and conversational? (For example, use "You" and "We" and read the letter/email out loud to make sure it sounds conversational.)
- Does it read like a letter or an invoice?
- Are you making an emotional connection? (Where possible, tailor the message to the member's personal reasons for joining the VFW Auxiliary.)
- Does it sound like you are building a lasting relationship with the member?

Content – What have you done for me lately?

- Did you outline the personal benefits and services available through VFW Auxiliary membership?
- Did you share local, state or national VFW Auxiliary accomplishments from the past year?
- Do you instill excitement for the coming year by "setting the scene" about future events, activities or projects?

Action – Did you make it easy for members to renew?

- Did you demonstrate urgency? (For example, "Renew your membership today!")
- Did you include (or attach) an invoice?
- Did you include a deadline for receipt of member payment?

Closing – Did you say thanks?

- Did you thank the member for their support, and acknowledge that the VFW Auxiliary values their continued membership?
- Did you provide a contact person (with phone number and/or email address) if the member has questions or needs more information?