**The Council Renewal Notice Letter invites recently lapsed council members to renew their council membership.**

* **The best time to send this letter to recently lapsed council members is the first week of the month after the member has expired.** IFMA headquarters runs a call campaign to expired members during this month. The calls made starting the second week of the month; therefore, sending out a personal reminder email during the first week will add a personal touch from their council and will remind members of the value provided by the council.
* **For example:** ​Members with a Paid Through Date of 12/31/2015 would be receiving this email in the 1st week of January 2016).
* **Council administrators and leaders with report access can run reports within the members-only area of www.ifma.org to easily identify renewing members.** Run the “​Expired members report” and filter the member Paid Through Date to send this email to members only who expired one month prior.
* **Personalize this letter with a positive quote from a council member.** Insert a quote about the benefit(s) of council membership where indicated on the template. Be sure to fill in any of the appropriate information marked in red to customize this email to your council.
* **Personalize this letter with information about specific council benefits.** What return on investment are you providing to members who participate in local council education and events? Remind your members why council membership is indispensable!
* **Helpful Tip:** Send this email earlier in the day to allow for sufficient time to respond to any member inquiries.

Dear <Name>:

On behalf of the <Council name> Council of IFMA, I thank you for being a valued member this past year. Your participation and support are essential to maintaining IFMA’s position as the association of choice for facility management professionals worldwide.

Your council membership expired on <council PTD> and we noticed you have not yet renewed your council membership. Will you continue to strengthen your knowledge and skills to advance your professional career by renewing your <council name> membership?

## Renewing your membership is easy!

*Council membership is an important part of the outstanding value that IFMA membership provides.*

[](http://www.ifma.org/membership/renew-your-membership)

* Renew by phone at +1-713-623-4362

It is our goal to provide you with opportunities that enrich your career objectives, business relationships and personal friendships. I encourage you to renew your annual council membership today to ensure that you continue benefiting from the educational, informational and networking resources available through the <council name> council.

## Value of Council Membership:

* Council members connect with like-minded individuals from around the world who share knowledge, answers and insights about managing <council industry> facilities.
* Access to peer knowledge through the <council industry> online community.
* Educational programs, benchmarking and best practices address specific issues that you face managing a <council industry> facility.
* Participate in discussion groups to solve job-related problems and assist fellow members with projects and career objectives.
* Council members benefit from professional and personal development.

Now more than ever, professionals who possess specialized knowledge and skills have a distinct advantage in the workplace. Renewing your membership in the IFMA council network ensures that you get the most out of your IFMA membership, while also acquiring valuable industry-specific knowledge and information to help improve the performance of your facilities.

I look forward to welcoming you back as a member of our council!

Sincerely,

<signature if available>

President

<Council Name> Council of IFMA