**INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION**

**Tips for Using the Council We Want You Back Calls.**

This call script is for the council to make personal calls to the member to try to get them to rejoin IFMA and/or the chapter.

**Send this letter to Former Members**. Your council administrator and leaders with report access can run the “Former Members (All)” or “Former Members” reports within the members-only area of www.ifma.org to identify these members. The “Former Members” report allows you to specify a period of time for which you want to pull former members. The council could run this report on a monthly basis, pulling all former members who dropped their IFMA membership the previous month.

**Send this letter 5 months after the member expired.** Currently, IFMA calls members 1 month after their membership has expired. Based on the chapter retention timeline, calling members 5 months after their expiration will add an additional touch to expired members that is not during a month that IFMA sends out retention emails.

**For Example:** For members with a Paid Through Date of 12/31/2015, you would make the calls during the 1st or 2nd week of May 2016.

**In order to make these calls you will need to pull a dropped report for members who have dropped:**

1. IFMA and the council
2. Just the chapter

**Be sure to edit the call script** below based on who you are calling and whether or not they have dropped their complete membership OR just the council membership.

**Tracking Cancel Reasons**

It is very beneficial to the council to track the reasons why members are not renewing their council membership. Below is a list of refusal reasons members may not renew their council membership. You can use the list below and/or choose to add or create your own:

1. Budget Cuts/Downsizing
2. Employer No Longer Pays For It
3. Involved in Another Organization
4. Moving/Relocating
5. Changed Professions
6. No Longer Fits Needs
7. Too Expensive
8. Not Enough Value
9. Retired
10. Unemployed/Between Jobs
11. No Longer with Company
12. Another Co-Worker is a Member
13. No Time to Participate
14. Angry Over Council Policies

**OPENING PARAGRAPH:**

May I please speak with \_\_\_\_\_?

Hello M/M \_\_\_\_\_, my name is \_\_\_\_\_ calling on behalf of the International Facility Management Association Council, <council name>. I noticed that your council membership with the IFMA<council name> council expired on <PTD>. I want to chat quickly with you about the benefits belonging to the <council name> council of IFMA and invite you back!

If “YES” they want to rejoin the council:

***If they dropped the council AND IFMA:*** Great! <council name> council dues are <dues>. You can renew your membership online by logging into: <https://www.ifma.org/my-account/login-to-renew>.

***If they dropped the council ONLY:*** Great! <council name> council dues are normally <dues>; however, since you are adding the council mid-year your dues are prorated. You can add the council to your membership by calling IFMA’s Service Center of Excellence at: 713-623-4362.

***IF “NOT INTERESTED”:*** Is that because you’re unfamiliar with the benefits?

## IF “YES” OR “NO”:

Council membership offers valuable local networking, educational and career development resources, such as:

* 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.

***IF “I’M GOING TO RETIRE”:*** Congratulations! **IFMA** has a Retired membership for only $100 a year plus the <Council name> Council has discounted dues of <retired dues>.Would you like to continue your association with **IFMA** with a Retired membership?

***IF “YES”:*** Great. You can contact **IFMA** to renew at that level by calling 713-623-4362.

***IF “I’M UNEMPLOYED/BETWEEN JOBS”:*** You know, one of the benefits of council membership is networking opportunities with global FMs and business partners. Keeping your council membership active will enable you to stay on top of the current industry trends and issues that will help in your new job.

***IF “YES”:*** Great. You can contact **IFMA** to renew at that level by calling 713-623-4362.

**Leaving a VOICEMAIL**

Hello M/M \_\_\_\_\_, my name is \_\_\_\_\_ calling on behalf of the International Facility Management Association Council, <council name>. I’m sorry that I missed you, but I noticed that your council membership with the IFMA<council name> council expired on <PTD>. To ensure no further interruption of your member benefits, if you haven’t recently done so, please take a moment to renew your council membership today by contacting **IFMA** at:

713-623-4362

If you would like to chat about the benefits of belonging to the <council name> council of IFMA please give me a call at: <<phone number>> or email: <<email>>.

We hope to hear from you soon. Have a good day.