**Tips for Using the IFMA Community Wants You Back Letter**The Community Want You Back Letter invites lapsed chapter members to reinstate their membership.

* **Send this letter to former members who expired 7 months ago.** Your community leaders with report access can run the “Dropped Members” report within the members-only area of www.ifma.org to identify these members. The “Dropped Members” report allows you to specify a period of time for which you want to pull former members by the date that they were dropped from membership. The community could run this report on a monthly basis, pulling all dropped members who dropped their IFMA membership the previous month.
* **For Example:** Members with a paid through date of 12/31/2015 would receive this email the 1st week of July 2016.

* **Personalize this letter with information about specific community benefits.** What return on investment are you providing to members who participate in local community education and events? Remind your members why community membership is indispensable!

* **Follow up for a more effective membership retention strategy.** To make this letter part of your overall membership retention program, plan to call these non-active members two weeks after emailing the letters.

Dear <Name>:

In a recent review of active members in the <Community Name> Community of [IFMA](http://www.ifma.org), we noticed that your chapter membership lapsed. On behalf of our community, I encourage you to reactivate your community membership—don’t miss out on the valuable resources and benefits that can help you advance your career and improve the performance of your facilities!

**Renewing your membership is easy!**

* Contact our Member Services at IFMA’s Service Center of Excellence (SCOE) at +1-713-623-4362.

Each IFMA member is a significant part of our community—we don’t want to lose you! Please keep in mind all of the perks and the potential for personal and professional growth that the <Community Name> Community of IFMA provides.

## Value of Community Membership:

* Community members connect with like-minded individuals from around the world who share knowledge, answers and insights about managing <community industry> facility types or business sectors facilities.
* Participate in discussion groups to solve job-related problems and assist fellow members with projects and career objectives through the <community> online community.
* Access news, case studies, educational programs, benchmarking and best practices to address specific issues that you face managing <community industry> facilities.
* Keep current on the latest practices, trends and technologies relative to your industry or work environment.
* Community members benefit from professional and personal development.

If you have any questions or comments about your membership, please contact me. We want to ensure that we continue to be of value to you.

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

Sincerely,

<signature if available>

President

<Community Name> Community of IFMA