

# Boost your membership renewal rate.

*“PropFuel helps me figure out which members need my attention and when. I’ve reached out to frustrated members who felt disconnected and unheard and have built lasting relationships.”*



**Scott Douglas**

Sr. Director of Membership and Business Development



# Member Retention

Create a campaign with questions over a long period of time to identify the big and little issues that are causing members to leave your organization.

- *What aspect of your membership is most valuable to you?*
- *Given your experience with the association, how likely would you be to recommend membership to a colleague?*
- *Does our association use technology well to engage and support our members?*
- *Do you personally know someone on our staff who you could reach out to if you have a question?*



Download “100 Questions to ask”  
at [www.propfuel.com/resources](http://www.propfuel.com/resources)

## For more info:

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