

Bring your lapsed members back.

As the great Styx frontman Dennis DeYoung says, *“Don’t let it end.”*

“PropFuel is our key to reinvigorating contractors that have let their membership lapse.”



Brenda Reigle

Executive Director, The Pennsylvania Utility Contractors Association



Lapsed Member Prospecting

Create a drip campaign with questions targeting members who let their membership lapse. Perhaps they missed the renewal, or maybe there's a reason you should hear about. Either way, following up with lapsed members will increase retention.

- *Are you aware your membership lapsed? Why didn't you renew?*
- *Are you aware of the following programs we offer at our association...?*
- *3 months/6 months later: Will you reconsider renewing your membership with our upcoming conference?*



Download “100 Questions to ask”
at www.propfuel.com/resources

For more info:

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