|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SAMPLE Membership Calendar  Graphical user interface, application, chat or text message  Description automatically generated**Supercharge Your Membership Engagement – Create a Touchpoint Calendar.** When thinking about membership engagement, it can help to have a schedule to plot your touchpoints throughout the year. We’ve created a sample calendar. Edit this Word file to list your planned activities. As you’re thinking about ways to engage your members, consider the areas of the membership cycle that you want to influence. These are suggestions; you don’t need to do all of these. The point is to plan and to hit a few. We know you’ve got great ideas! If you have suggestions, let your [Division Engagement Liaison](https://www.apa.org/about/division/contact) know or share them on the leadership listservs. | | | | | |
|  | **Membership**  **Cycle:** | | | | | |
|  | | January | |  | February | |
|  | |  |  |  |  |  |
|  | | **Website Updates:** Make sure all previous year information is removed, and new information is added. Check for membership info, awards information, upcoming events, etc. (awareness) | |  | **Former Member Communication:** Reach out to former division members that have let their membership lapse for more than one year. (recruitment) | |
|  | |  |
|  | |  |
|  | | **New Member Communication:** First welcome message in a series. Suggested topic: Welcome from the President and Membership Chair or “Meet the board.” (new member orientation) | |  | **Member Communication:** To all members (#1) Highlight a benefit or upcoming opportunity. Include information on how to access. Promote “On-Demand” webinars and/or “hot topic” relevant information. (engagement) | |
|  | |  |
|  | | March | |  | April | |
|  | |  |  |  |  |  |
|  | | **Member Communication:** Member Communication to all members (#1) Highlight a benefit or upcoming opportunity. Include information on how to access. Promote “On-Demand” webinars and/or “hot topic” relevant information. (engagement) | |  | **Non-Renewal Outreach:** Reach out to those that have not renewed from year before. (renewal) | |
|  | |  |
|  | |  | **New Member Communication:** New Member Outreach (#2) Contact New members highlight benefits or upcoming opportunities. (new member orientation) | |
|  | | May | |  | June | |
|  | |  |  |  |  |  |
|  | | **Member Communication:** Encourage Community and/or listserv communication by posting to your group/list and asking members to weigh in on a relevant topic. For example, “What’s your best advice to students?” (engagement) | |  | **Member Communication:** Promote division activities that will be held at APA Convention. Encourage members to attend and highlight program areas/activities. (engagement) | |
|  | |  |
|  | | **Former Member Communication:** Reach out to former division members that have let their membership lapse for more than one year. (recruitment) | |  |
|  | | July | |  | August | |
|  | |  |  |  |  |  |
|  | | **Member Communication:** Email to all members: Highlight a convention session, upcoming webinars, or how to access past webinars. (engagement) | |  | **Email All Members and Former Members:** Highlights from APA convention. (engagement)  **New Officers?** Update the website and consider a communication to members | |
|  | |
|  | |
|  | | **New Member Communication:** New Member Outreach (#3): New member survey. (new member orientation) | |  | **Resources:**   * [Demographic information now available](https://www.apa.org/about/division/digest/leader-resources/demographic-information) * [What you need to know about emailing members](https://www.apa.org/about/division/digest/leader-resources/emailing-members) * [DLP nonrenewal report for win-back campaigns](https://www.apa.org/about/division/digest/membership-matters/leadership-portal-win-back-campaigns) * Find more resources at [Membership Matters](https://www.apa.org/about/division/digest/membership-matters) | |
|  | |
|  | | **Non-Renewal Outreach:** Reach out to those that have not renewed from previous year. Last chance to renew current year (note how it affects eligibility for division programs such as scholarships, awards, or Fellow application). (renewal) | |  |
|  | | September | |  | October | |
|  | |  |  |  |  |  |
|  | | **Student Membership Campaign:** Reach students. Highlight benefits (scholarships, networking, fast-track career, access top-psychologists, relevant webinars/info). (recruitment)  **Member Communication:** Post in APA Community or division listserv. Suggestions (highlights from convention, photos, other media) | |  | **Member Communication:** Highlight the work your division is doing. Share a link to an article in the journal/newsletter or tell them about something coming up. (engagement) | |
|  | |  |
|  | |  | **Benefits Review:** Board reviews existing benefits, what’s working, what needs updating, what needs to go, and what is missing. Prepare for next year. (awareness/engagement) | |
|  | |
|  | | November | |  | December | |
|  | |  |  |  |  |  |
|  | | **New Member Communication**: Email to New Members - Thank you message and encourage renewal for next year. (new member orientation) | |  | **Member Communication:** Renewal Message to all members from President. Past year highlights and preview of upcoming year– looking forward to next year. (renewal) | |
|  | | **Engagement:** Listserv Post – Remind members of upcoming webinars, CE opportunities, or highlight item. (engagement) | |  |  | |