



[Template] Communicating Membership Renewals During COVID-19

It can be hard to know what to say in sensitive situations. Luckily, we're in this together! The below is a suggested template for communicating dues renewal in the wake of the COVID-19 pandemic.

Dear **[MEMBER]**,

The **[ORGANIZATION NAME]** community — you, your fellow members, staff, the board — has always known that we're much stronger when we act together. Remember what it was like when we...

- *List an example or two of how your organization has accomplished major goals or milestones as a group*
- *For example, think to your fundraising, advocacy, and continuing education efforts*

Now, the world is making unprecedented moves to come together (while staying six feet apart) to protect its most vulnerable. As we continue to navigate new challenges, we wanted to make sure you know how we'll continue to fight with *and* for you:

- *List the benefits and resources that'll make the most impact in the coming months; if you are offering anything to members for FREE, mention it!*
- *To get your wheels turning, think about things that will help them....sustain their business, provide resources to their own customers, keep their job, be prepared to find a new job, boost their knowledge while they have down time, manage a work-life balance from home, rethink a business plan or strategy, navigate federal loan and stimulus opportunities and other industry-specific legislation, etc.*

The **[ORGANIZATION NAME]** will always be in your corner, whether times are prosperous are or not. In light of current events, *[This is where you would explain your dues policy for the time being. Are you offering or extending a grace period? Waiving dues entirely? Be super clear, and don't be afraid to be honest that you require revenue in order to continue providing these resources, too.]*

Are you with us? To renew your membership, click [here](#). And if you have any questions or would like to see any specific resources in the coming months, don't hesitate to contact us.

Be well,

[YOUR NAME/SIGNATURE]