

Retention Communication Schedule:

| Notice | Days from Expiration | Delivery Method | Communication Focus |
|--------|----------------------|--------------------|--|
| 1 | 100 | Email | Pay online, be green and save on administrative cost |
| 2 | 80 | Mail | Invoice |
| 3 | 50 | Email | General dues reminder |
| 4 | 20 | Mail | Invoice |
| 5 | -10 | Email | Dues are past due |
| 6 | -30 to -60 | Telephone and Mail | Telephone reminder plus HIU flyer |
| 7 | -70 | Email | Membership Dropped *grace period ending |

Example:

April Billing group

Notice 1 - January 20th – Email

Notice 2 - February 10th – Invoice mailed

Notice 3 - March 10th – Email

Notice 4 - April 10th – Invoice mailed

Notice 5 - May 10th – Email

Notice 6 - June 10th – Membership Dropped, Telephone calls, HIU Flyer

Notice 7 - June 30th – Grace Period Ends

July 1 – New member