



Membership Renewals

Through Print Media



Member Communications don't have to strictly occur online. Print media is a great way to reach your members and prospective members. The Human Anatomy and Physiology Society (HAPS), sent a postcard to their lapsed members inviting them to their conference in Atlanta, GA. The postcard mentioned that the association “wanted them back” and showed a picture of a spine (a play on anatomy). The association had 10% of the postcard recipients renew their membership and showed an increase conference registrations.