



CASE STUDY FEATURING



PIHRA'S JOURNEY TO UNDERSTANDING MEMBER RENEWAL INTENTIONS **BEFORE THEY LAPSE**

Professionals In Human Resources Association (PIHRA) is dedicated to serving human resources professionals across various sectors. Recognizing the need to deepen member engagement and streamline the renewal process, PIHRA partnered with PropFuel to implement a conversational engagement strategy. This shift in communication style aimed to transform the traditional renewal process into a dynamic, interactive dialogue with members, ultimately increasing retention rates and member value recognition.

Explore how PIHRA reduced staff time required on renewals, increased renewals prior to lapse, and gained a better understanding of individual members to elevate the membership renewal process overall.

ASK - CAPTURE - ACT

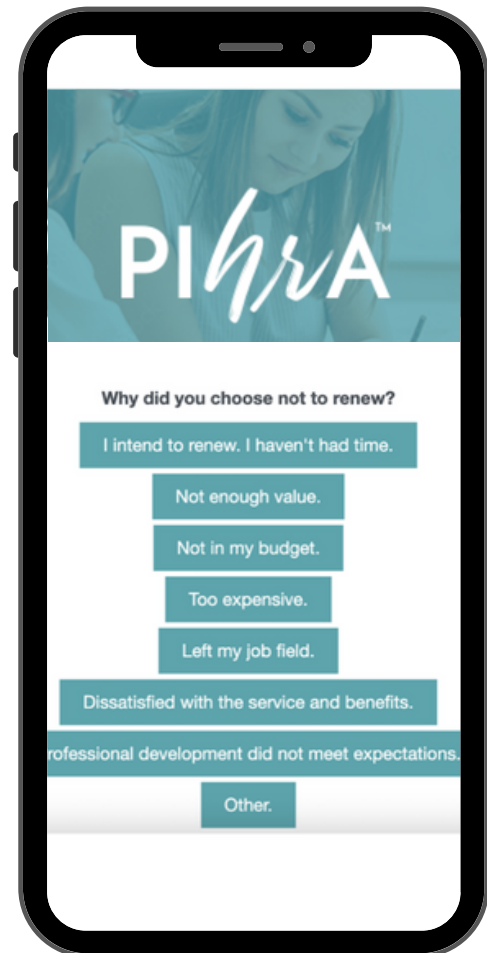
NOT THE SAME OLD RENEWAL EMAILS

A New Approach to Membership Renewals

PIHRA's 2023 Membership Renewal Campaign marked a strategic pivot from standard, traditional renewal prompts to a more personalized, conversational approach. Beginning 75 days prior to the expiration of a member's subscription, PIHRA leveraged PropFuel's platform to initiate a series of tailored email engagements. These communications not only reminded members of their pending renewal but also sought to understand their intentions, identify potential barriers to renewal, and actively address these concerns.

75 Days Out from Expiration: Initial Engagement

The campaign kicks off with an email asking members about their renewal intentions. This straightforward question not only gauges renewal likelihood, but also identifies specific needs that might be hindering the process, such as the need for an invoice or more time. Members who express an intention not to renew are automatically segmented into a "Why not renew?" campaign, designed to delve deeper into their reasons and address potential concerns.



Why Not Renew? Follow-up Question

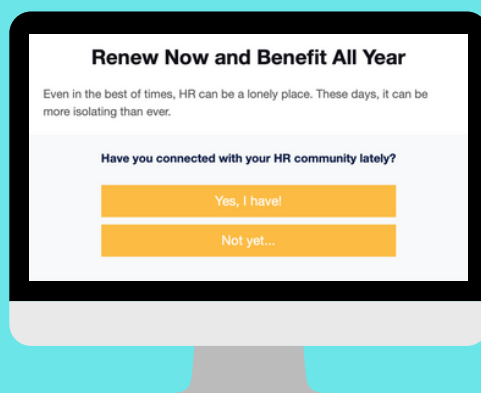
65 Days Out from Expiration: Value Reinforcement

Following up, a second email is sent to those who haven't renewed but showed initial interest. This communication serves a dual purpose: it reminds members of the tangible benefits of their membership and encourages them to think about which benefits they find most valuable for the upcoming year.

By asking members to consider how specific benefits—like HR education, certification, networking opportunities, or career planning—can elevate their membership experience, PIHRA reinforces the value proposition of remaining a part of the organization. The inclusion of an "Other" option with an open-ended question allows for personalized feedback, offering PIHRA insights into member desires and potential areas for improvement or expansion in their offerings.

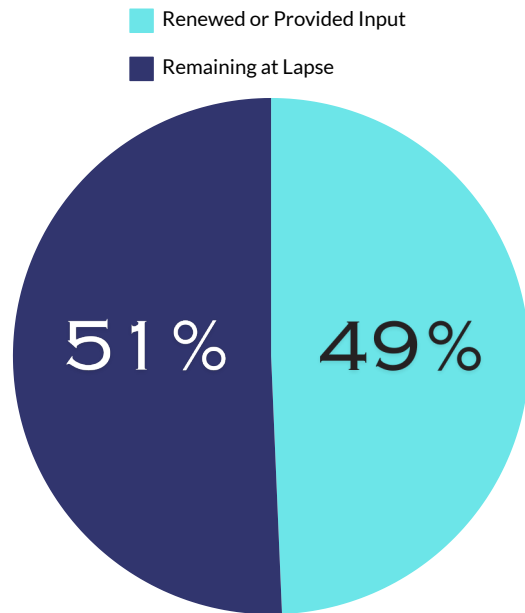
35 Days Out from Expiration: Action-Oriented Check-In

This email aims to prompt a decision. By asking if now is a better time to renew, PIHRA seeks to convert hesitancy into action. This step acknowledges that circumstances change and offers assistance ("Yes, but I need help") or addresses new barriers, such as employer support issues. The targeted approach ensures that members who are still undecided or facing obstacles receive the attention and assistance they need to make their renewal process as seamless as possible.



21 Days Out from Membership Expiration: Community Engagement Focus

Shifting the conversation, this check-in inquires about the member's recent engagement with the HR community. This tactful reminder of the community aspect of membership aims to reignite interest in active participation and underscores the value of networking and support among peers. Positive responses lead to a landing page encouraging renewal, while negative responses direct members to opportunities for engagement, such as upcoming PIHRA events, thus reinforcing the community and networking value of membership.



**Campaign Results:
Respondents**

7 Days Out from Expiration: Final Reminder & Feedback

In the campaign's last step, members are directly reminded of their membership expiration with a clear, no-nonsense approach. This last-minute nudge serves as a final call to action for renewal. Importantly, for those who acknowledge their membership lapse but indicate a need for more time or decide not to renew, follow-up questions are posed to gather feedback. This critical step allows PIHRA to capture insights on the reasons behind non-renewals, providing valuable data for addressing concerns and improving member retention strategies in the future.

Each step of this campaign reflects a thoughtful blend of engagement, personalization, and strategic timing, leveraging PropFuel's platform to maintain a dialogue with members throughout the renewal process. By systematically addressing member needs, preferences, and barriers to renewal, PIHRA has elevated the renewal experience. In addition, they have gathered invaluable insights for future engagement and retention strategies, demonstrating the power of conversational engagement in fostering stronger, more meaningful connections with members.

"I have fused traditional renewal tactics and a renewal dialogue with our members using PropFuel. The PropFuel campaign saves me time, gives me important data, and mobilizes me to respond to members' needs regarding their renewal in real-time. This helps my team stay focused on generating revenue."

-Liliana Argüello, MBA, SHRM-SCP, Director, Membership



PIHRA's multichannel renewal intent strategy - incorporating email, traditional mail, and one-on-one emails and phone calls - yielded significant outcomes. Most importantly, *PIHRA decreased their number of pending renewals at year end by 31% from December 2022 to December 2023.*

2,005**Initial Contacts**

Lapsed members initially engaged in the campaign

49%**Renewed or Provided Input**

Before their membership lapsed

31%**Decrease in Pending Renewals**

From 2022 to 2023

In addition to the campaign's qualitative results, its structured yet flexible approach allowed PIHRA to gather valuable data on member needs, preferences, and barriers to renewal. This information is invaluable for future personalization and retention strategies.

PIHRA's innovative use of PropFuel represents a significant leap forward in membership renewal strategies. By adopting a personalized, dialogue-based approach, PIHRA has not only improved its renewal rates but also deepened its understanding of member needs and preferences. PIHRA's dedication to improved membership nurturing underscores the potential for conversational engagement to transform member interactions into meaningful exchanges that drive loyalty and value for both organizations and their members.



We would love to get to know more about your organization and how PropFuel's conversational engagement platform can help you start personal conversations with your members. [Book a Demo](#)