

NEUAC Communication Timeline | Membership and Sponsorship | 2021 Campaign

Content/Item	Audience	Date	Type	Notes
October 2020				
First renewal notification	Current members who are NOT sponsors and not being courted as sponsors	10/5/2020	Email	attach invoice
First sponsorship outreach	2020 current sponsors	10/19/2020	Email	attach sponsorship packet
November 2020				
Renewal reminder	Unrenewed members	11/2/2020	Email	Second reminder: renew your NEUAC membership now
Sponsorship followup	Uncommitted sponsors	11/2/2020	Phone	Assign committee members to outreach
Membership solicitation	Potential new members	11/9/2020	Email	Non-member conference and LAD attendees
December 2020				
Renewal reminder	Unrenewed members	12/14/2020	Email	A holiday gift to your organization - membership in NEUAC
Renewal reminder	Unrenewed members	12/28/2020	Email	Take Action: your membership expires in 3 days!
January 2021				
Renewal reminder	Unrenewed members	1/11/2021	Email	Were you waiting for new years? Hey, it's the new year
Sponsorship solicitation	Potential new sponsors	1/16/2021	Email	LYBUNTS and any potentials in CA
Sponsorship followup	Uncommitted sponsors	1/15/2021	Phone	Assign committee members to outreach
February 2021				
Renewal reminder	Unrenewed members	2/22/2021	Email	Last chance to renew before removal
Sponsorship reminder	Uncommitted sponsors	2/22/2021	Email	Conference is coming, promote keynote or special events, sponsor NEUAC
March 2021				
Renewal reminder	Uncommitted members/non-member conference attendees from 2020	3/8/2021	Email	Want a discount on conference? Join NEUAC now
Sponsorship reminder	Uncommitted sponsors, all	3/15/2021	Email	Want to attend NEUAC 2021 for free? Sponsor at XXX Level or higher and earn free registrations