

1-Year Membership Retention Plan

This is an extra resource to go along with the original article:

[5 Ways to Successfully Sustain Your Membership Business](#)

Member retention is an important part of sustaining your business over the long term, but it's not always the easiest part. That's why we've put together a quick worksheet to help you plan for engagement over the next year.

Content

I have an editorial calendar or marketing schedule in place for any content for the next 6-12 months

My editorial calendar/marketing schedule includes:

- Topics and categories
- Due dates, preview dates, and schedule dates
- Content notes and links to any relevant materials

Marketing

I will segment my email lists into the following groups:

Here are 3 actionable ways I plan to offer value to my customers over the next 6-12 months:

1.

2.

3.

My marketing strategy for the next 6 months consists of sending the following emails to new members:

- Email 1: _____
- Email 2: _____
- Email 3: _____
- Email 4: _____
- Email 5: _____
- Email 6: _____

My marketing strategy for the next 6 months consists of sending the following emails to current members:

- Email 1: _____
- Email 2: _____
- Email 3: _____
- Email 4: _____
- Email 5: _____
- Email 6: _____

My marketing strategy for the next 6 months consists of sending the following emails to un-renewed members:

- Email 1: _____
- Email 2: _____
- Email 3: _____
- Email 4: _____
- Email 5: _____
- Email 6: _____

Engagement

I will encourage member interaction over the next 6-12 months in the following ways:

Tracking

My current retention rates (today's date - ____ / ____ / ____):

My 3-month retention rates: _____

My 6-month retention rates: _____

My 9-month retention rates: _____

My 12-month retention rates: _____

I have sent a satisfaction survey to current members: yes / no

(Date: ____ / ____ / ____)

I have sent a satisfaction survey to previous/unsubscribed members: yes / no

(Date: ____ / ____ / ____)

Things we did well this year:

Things we could improve for next year:
