



## EXPIRED MEMBER PHONE SCRIPT

Good [MORNING / AFTERNOON], [FORMER MEMBER FIRST NAME],

My name is [NAME], calling from NAIFA. Thank you for your membership. I'm calling today because your membership with NAIFA has expired. We would love to continue having you as a part of our community!

By renewing, you'll continue to enjoy our events, member-to-member programs, and opportunities to differentiate yourself from the rest of the industry.

Is this something you are interested in doing today?

If yes: Fantastic, you can easily do this online at [www.naifa.org/renew](http://www.naifa.org/renew).

If no: Can I ask why you are choosing not to renew at this time?

Be a good listener and acknowledge what they are saying. Thank them for their membership and their feedback.

## EXPIRED MEMBER VOICEMAIL SCRIPT

Good [MORNING / AFTERNOON], [FORMER MEMBER FIRST NAME],

My name is [NAME], calling from NAIFA, the reason for my call is that your membership with NAIFA has expired. We would love to continue having you as a part of our community!

To restore your membership and continue enjoying all the benefits, please give our member services team a call at: 877-866-2432.

By renewing, you'll continue to enjoy our events, member-to-member programs, and opportunities to differentiate yourself from the rest of the industry.

If you need any help with the renewal process or have any questions, feel free to reach out to our team at 877-866-2432 or email us at [info@naifa.org](mailto:info@naifa.org).

Thank you!