

Sample Membership Renewal Phone Script

*Keep this document up on your computer during your calls.
You can click on the links below to take you to the appropriate script:*

[Voicemail Script – Leaving a Voicemail Message](#)

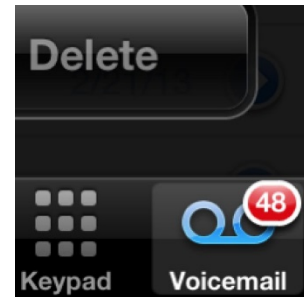
[Message – Speaking with Office Manager](#)

[Live Script – Speaking with the Member](#)

Voicemail Script – Voicemail

If you get voicemail, use the following script:

Hello, this is _____ with the <MEMBER ASSOCIATION> and this message is for <NAME>. I am calling to thank you for your membership in WEF and <MEMBER ASSOCIATION> and offer a friendly reminder to renew your membership. You can renew your membership by contacting the Membership Services Center toll-free at 1.800.666.0206 between 8:30 a.m. and 5:00 p.m., Eastern



Time. You can also renew online at www.wef.org/renew. Once again, this is _____ with the <MEMBER ASSOCIATION> and our phone number is 1.800.666.0206. Thank you for your time and membership with WEF and the <MEMBER ASSOCIATION> and we look forward to hearing from you soon!

Message – Speaking with Office Manager

If the member is not available, request to leave a message and use the following script:

Hello, this is _____ with the <MEMBER ASSOCIATION> and this message is for <NAME>.

<NAME> is currently an active member of WEF and

<MEMBER ASSOCIATION>, and I am calling to remind

HIM/HER to renew HIS/HER membership. HE/SHE can call us at 1.800.666.0206 to renew or renew online at www.wef.org/renew. Thank you!



Live Script – Speaking with the Member

If you reach the member live - at Home – Use this greeting:

Hello, this is _____ with the <MEMBER ASSOCIATION>. We know how busy you are during the day, but we wanted to make sure you got this important information. <proceed to script after greeting>



If you reach the member live - at Work – Use this greeting:

Hello, this is _____ with the <MEMBER ASSOCIATION>. We know how busy you are during the day and apologize for the intrusion, but we wanted to make sure you got this important information. <proceed to script after greeting>

Script after greeting

I am calling to thank you for your WEF and <MEMBER ASSOCIATION> membership and to let you know that according to our records, you have not yet renewed your membership. We want to be sure we have your contact information correct in our files and let you know that it is not too late to renew. I can take your information over the phone if you'd like.

Use these links to go to the appropriate response for the following:

[If member says, “Yes, I’d like to renew.”](#)

[If member says, “The check is in the mail.”](#)

[If member says, “I don’t want to renew.”](#)

[If member says, “Yes, I’d like to renew.”](#)

- Great! Thank you! You have a few options to renew your membership. I'd be glad to take your credit card payment over the phone now or, if you'd like to pay online, you can do that as well. I can also fax or mail you a copy of your dues invoice so you can pay by check. How would you like to proceed?
 - If chooses **ONLINE**: Just log in to www.wef.org/renew and select “Renew My Membership.” *(To login members should use their WEF username and password. Members may reset their password online or call 1.800.666.0206 for assistance.)*
 - If chooses **FAX**: Ask member if they need an invoice sent to them. Advise that members can fax invoices with credit card information to us at 1.240.396.2471.

- If chooses **MAIL**: *Ask member if they need and invoice sent to them, then give WEF's lockbox address to return payment. That address is WEF Membership, PO Box 38008, Baltimore, MD 21297-8008.*
- *Close Call*: Thank you for your time and continued membership in WEF and **<MEMBER ASSOCIATION>**. Please feel free to contact us if we can be of any further assistance. Have a great day!

If member says, "***The check is in the mail.***"

- That's great, thank you! Once we receive your check, it could take up to one week for the payment to be processed. If you have questions, or need a receipt, you may contact our Customer Service team at 1.800.666.0206. Thank you again for your timely renewal.
- *Close Call*: Thank you for your time and continued membership in the WEF and **<MEMBER ASSOCIATION>**. Please feel free to contact us if we can be of any further assistance. Have a great day!

If member says, "***I don't want to renew.***"

- We're always interested in learning how we can better serve our members, would you mind telling us why you have decided not to renew your membership? (*Check the appropriate box on your call form and add any other comments from the member.*)
- *Keep in mind when you are responding to the member*:
 - WEF is a global water sector leader, committed to serving the needs of water quality professionals and ensuring water sector innovation. We need your continued support to help us continue protecting public health and the environment.
 - If the member feels they do not know the benefits of being a member, ask them if you can tell them about a few that they may not be aware of. Reiterate benefits of membership.
 - WEF dues are a worthwhile investment! For less more than a \$1 a day; members get free webcasts (opportunities to earn CEUs and PDHs), access to highly-regarded publications and technical resources, networking opportunities, exclusive member discounts on WEFTEC and WEF's Specialty Conferences, and more.
- *Close Call*: Thank you for your time and I appreciate your feedback. If we can be of any further assistance, or if you change your mind about renewing your membership, please feel free to contact us. Have a great day!