**SGNA Membership Timeline Worksheet**

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| Month | Task | Assignment |
| November | * Connect with Month 3 members * Highlight November to Re-Member Discounts * Remind members to renew * Encourage new members – member referrals | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| December | * Connect with Month 3 members * Remind members to renew * Encourage new members – member referrals | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| January | * Connect with Month 3 members * Send mailer to untapped ASC’s | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| February | * Connect with Month 3 members * Send mailer to untapped ASC’s | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| March | * Connect with Month 3 members * March Member Madness campaign * Referral deadline March 31 * Celebrate members on March 20 | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| April | * Connect with Month 3 members * Follow up with lapsed members | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| May | * Connect with Month 3 members | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| June | * Connect with Month 3 members * Promote pro-rated membership | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| July | * Connect with Month 3 members * Promote pro-rated membership | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| August | * Connect with Month 3 members * Promote pro-rated membership | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| September | * Connect with Month 3 members * Promote pro-rated membership | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| October | * Connect with Month 3 members * Begin promoting renewal | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |