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