



Geek Sheet 3 - Refused to Renew

Sadly, not all members want to renew their membership.

But usually, all that happens is that they tell us, over and over and we keep sending them emails and calling them - and that's not great for the member and it's not great for our

local party officers who are working hard to renew lapsing members.

That's why we have added the "Refused to renew" field to Lighthouse.

Refused to renew membership
 OK to email
 OK to phone
 OK to send post
 OK to fundraise
You can only record the preferences for local campaigning here. To opt in or out of contact from other sections of the party, the member should contact membership@libdems.org.uk.

How to use it

If a member tells you that they don't want to renew, all you have to do is open their contact record and find the Membership information section (above).

Then, tick the box next to "Refused to Renew" - and then hit "Update" - and you're done!

What happens next

In the background, the system then gets to work. Once the box is checked, they'll be removed from HQ's lapsing lists and they'll stop getting emails from us.

They might get a letter after telling us, but if those are already in production, we can't stop them.

You'll still see the member in your At Risk member views and exports until after they

lapse - so make you remove people who've refused before you start making calls.

The lapse risk flag on their MyCampaign record will also be removed - though that can take up to 7 days.

If a member later changes their mind and renews or rejoins, the flag will be cleared on their profile.

Important

Please only tick the "Refused to renew" box when a member has explicitly told you they aren't going to renew.

It will completely stop all efforts on our part to renew them.