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# SUMMER MEMBERSHIP CHALLENGE

## FORMER MEMBER PHONE SCRIPT

Good [MORNING / AFTERNOON], [PROSPECT FIRST NAME],

My name is [NAME], calling from NAIFA. Thank you for your previous membership. I'm reaching out to find out why you're no longer a member and what we can do to get you back on board. We are making a big push this summer to build our ranks in [STATE], not only to make sure the industry is properly represented in D.C. and in [STATE CAPITOL], but also to keep the chapter thriving with networking and educational opportunities.

Do you have a few minutes to discuss?

## FORMER MEMBER VOICEMAIL SCRIPT

Good [MORNING / AFTERNOON], [PROSPECT FIRST NAME],

My name is [NAME], calling from NAIFA. Thank you for your previous membership. I'm reaching out to find out why you're no longer a member and what we can do to get you back on board. We are making a big push this summer to build our ranks in [STATE], not only to make sure the industry is properly represented in D.C. and in [STATE CAPITOL], but also to keep the chapter thriving with networking and educational opportunities.

Do you have a few minutes to discuss? I can be reached at [PHONE NUMBER] at your earliest convenience. Thank you and have a great day!