

8 THINGS MEMBERSHIP ORGANIZATIONS SHOULD BE CONSIDERING NOW TO BE PREPARED FOR YOUR REOPENING

We don't know when, but your institution will reopen when this crisis abates. Knowing what you will do to bring people back needs to be part of your plan now.



Will you have special offers?
Will you plan a comeback plan for visitors ... for members?



Will you reschedule any acquisition campaigns that were put on hold during your closure?



This is an excellent time for lapsed campaigns to get anyone that might have been waiting to join but then didn't because of COVID-19.



Prepare digital and email campaigns for deployment.



Retrain front line staff to maximum sales.



Start on these things now, during the downtime – so everything is ready to go. Don't put any preliminary work on hold, just the drop date or deployment.



Communicate the opening to members and other lists via email.



You may need to have several plans for various timelines. One organization we spoke with has an April opening plan, a June opening plan, or one that is longer term late in the year.