

100% 60,000

PERSONALIZED MEMBERSHIP
BROCHURES

ACCURACY

MONTHLY MEMBERSHIP RENEWALS

THE OPPORTUNITY

A large association with over 60,000 members worldwide partnered with AGS to produce its membership renewal packets. Each membership packet includes a membership card along with a multi-page, personalized booklet. The membership cards were made of a lightweight material, making them non-permanent and necessitating the association to print new cards each year. Over the years, both technology and the needs of the association evolved. AGS recently worked with this association to streamline their mailings and create a more functional, multi-purpose membership renewal mailing.

THE CHALLENGE

Membership mailings are done on a monthly basis. However, each member was receiving the same non-personalized materials as everyone else. AGS helped the association create a strategic, targeted membership mailing that would be more effective, helping to increase membership renewal and retention rates.

THE SOLUTION

To create a new, higher-tech, multi-functional mailing, AGS first sourced a more permanent plastic membership card. Within the card is housed a two-dimensional bar code and a magnetic strip that stores personalized membership data. This card now can serve not just as a membership card but as a custom ID badge with member photo that can be used at the association's annual conference.

In addition, the print booklet accompanying the membership card also went through an upgrade to allow for a more personalized discussion on benefits of membership and regional events based on the member's mailing address. This allows the association to more effectively target its membership.

Because the cards are made of a heavy duty plastic, the membership cards also do not have to be reprinted each year. Each member can retain their card for future years, creating a sizable cost-savings for the association. Future plans include the ability to scan and create customized marketing materials based on where the member spends the most time at the annual conference.