you, again

Turning strangers into neighbours.

FOR MEMBERSHIP & SUPPORTER ORGANISATIONS

The cost of *disengagement.*

Why keeping people connected may be the biggest growth opportunity in your membership organisation.

START WITH ATTENTION.



THE PROBLEM ISN'T RENEWAL.

It's what happens *before renewal.*

46%

of membership professionals cite lack of engagement as a top reason members don't renew.

iMIS 2026 Membership Performance Benchmark



Renewal is often where disengagement becomes visible.
It isn't necessarily where it began.

SOURCE: iMIS 2026 MEMBERSHIP PERFORMANCE BENCHMARK

THE STATE OF PLAY

Retention is a growth strategy.

The relationship usually fades before it ends.

46% cite lack of engagement as a leading reason members do not renew.

iMIS 2026 Membership Performance Benchmark

38% reported membership growth in MGI's 2026 benchmark.



45% of TAF organisations were flat or declining over the year.



The current membership picture is not one in which organisations can assume recruitment will comfortably outpace loss. Marketing General's 2026 Membership Marketing Benchmarking Report found that only 38% of associations reported an increase in membership. The Trade Association Forum's 2025 UK benchmark found that 45% of participating organisations were either flat or declining.

That matters because churn creates a replacement burden before growth even begins. If members leave, the next wave of acquisition has to replace those losses before the organisation has moved forward at all. Recruitment cannot indefinitely compensate for a relationship that weakens after somebody joins.

By the time somebody ignores a renewal prompt, attention may already have been declining for months. Renewal is often where disengagement becomes measurable, not where it began.



THE COMMERCIAL CONSEQUENCE

You do not grow until you have replaced the members you lost.

Lose 100 members. Recruit 100 members. You are back where you started.



SOURCES: iMIS 2026; MARKETING GENERAL 2026; TRADE ASSOCIATION FORUM 2025.

THE ANSWER ISN'T MORE EMAIL.

Email still matters. *But it has to earn attention.*

Email remains the preferred communication channel for many association members. The opportunity is not simply to send more. It is to make what you send more relevant, more recognisable and more worth opening.

71%

say a personalised member experience matters to them.



50%

say they receive too many emails.



52%

wish their association asked for their input more often.



Better email means fewer reasons to tune out.
Recognisable. Relevant. Human. Worth opening.

THE COMMERCIAL LEAK

What does 2.5% *look like?*

10,000 members × **£100** annual value = **£1m** membership value

IF 15% LAPSE

£150,000

has to be replaced before you grow by a single member.

IMPROVE RETENTION BY 2.5 PTS →

£25,000

of annual membership value protected.



USE YOUR OWN NUMBERS.

Illustrative model, not an industry average.

The exact percentage isn't the point.
The cost of unnoticed disengagement is.

you, again

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START WITH BETTER EMAIL

More connection. *More participation.*

20%+

Our engagement improvement target.

We aim to improve email engagement by at least 20% from your starting baseline. We agree the measures with you, then test, learn and build on what your audience responds to.

- Opens & clicks
- Replies & participation
- List growth & retention

THE YOU, AGAIN APPROACH

01

Be distinctive

Find the editorial idea that could only belong to your organisation.



02

Tell a continuing story

Show what changed, who was involved and what happens next.



03

Make people visible

Ask. Listen. Reply. Put humans back into the programme.



04

Notice drift early

Watch clicks, replies, participation and re-engagement before renewal.



EMAIL CAN BE MANY THINGS.

But it should be you.

Distinctive storytelling. A community that feels involved. An email programme that gives people a reason to stay.

youagain.email/membership →

