Member Retention Campaign

2019 Winner: American Psychological Association

Entry Title: APA Reinstatement Campaign

Project Overview

The APA Reinstatement Campaign targeted 143,000 former members and affiliates of APA by inviting them to rejoin APA through a series of emails (journey), a direct mailing, and targeted social media. The campaign included several A/B tests including a split-test offer of Unlimited Continuing Education vs. No Offer, a short and long copy test, a subject line test, and messaging test.

A new email is sent to the entire group every other week, with re-sends to unopens in the week in between new emails. One direct mailing was sent to the entire group (split-test of the Offer vs. No Offer) after the first month.

The goal was to reinstate at least 2,800 members and affiliates in 2018 as we did in 2017 and to gain additional insights from the A/B test. We also automated the campaign by pre-scheduling the emails and re-sends to unopens several weeks in advance using a Salesforce Marketing Cloud email journey.

By December 2018, the APA Reinstatement Campaign generated over 6,500 reinstated members and affiliates and over $760,000 in dues revenue. This success is also attributed to using a 10 year membership history file to reach 143,000 former APA members.

Goals/Objectives

APA is the leading scientific and professional organization representing psychology in the United States, with more than 115,700 researchers, educators, clinicians, consultants and students as its members. Our goal is to grow APA membership, to include all psychologists, especially students and early career psychologists by supporting our members at every stage of their professional journey.

APA also serves the field of psychology in varied and important ways. Member dues help support public education programs that raise awareness of the value of psychology and make possible lobbying efforts aimed at increasing funding for science and training, raising reimbursement rates for practitioners, and convincing policymakers to apply psychological science when addressing critical societal issues.

The goal of the APA Reinstatement Campaign was to reinstate at least 2,800 members and affiliates in 2018 as we did in 2017 and to gain additional insights from the A/B Tests. We also wanted to automate the campaign by pre-scheduling the emails and email re-sends to unopens several weeks in advance by using a Salesforce Marketing Cloud email journey.

Strategy/Tactics

With a goal of meeting or exceeding prior year's success, we pulled a 10-year history list of former APA members. Therefore, the APA Reinstatement Campaign targeted 143,000 former members and affiliates of APA.

We sent a series of emails (journey) from May-December, a direct mailing in July, and targeted social media. There was also a landing page on the APA website in the event that former members were looking to rejoin APA (https://www.apa.org/members/your-membership/reinstate.aspx).

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Success Metrics/Results Achieved

By December 2018 (six months into the campaign), the APA Reinstatement Campaign generated over 6,500 reinstated members and affiliates and over $760,000 in dues revenue. This success is also attributed to using a 10-year membership history file to reach 143,000 former APA members.

The A/B test results showed no statistical significance in providing an offer, so we dropped the Unlimited CE offer in month 3 of the campaign. The tests also provided better results for shorter copy and value/benefits-themed messages.

Also of note, we reinstated the most former members that dropped in 2010, a year in which APA cleaned its membership database of tens of thousands of unpaid members.

Email analytics:

66 emails sent or re-sent between May-December 2018 to a total of 2,226,618; average open rate of 11.82% and average click rate of 2.06%.

Learn more
Click here to view:
Reactivation Campaign Materials

 Association Website:

www.apa.org