

SUMMARY OF DOCUMENT: Email to lapsed or lapsing members to encourage them to renew. Only sent out once by Greenwich Borough so far – will see effect and develop.

Subject: {{recipient.firstname}} – I'd like to tell you why I'd like you to stay as a Member of the Liberal Democrats

Dear {{recipient.firstname}},

I am emailing as it seems that your membership of the Liberal Democrat Party has either lapsed or will lapse soon. Thank-you if you have already renewed by the time you receive this email. If not, I, on behalf of the Party active in XXX Details would like to encourage you to renew your membership.

Click here [<https://libdems.secure.force.com/LiberalDemocrats/RenewMembership>] to renew today.

Why should I renew my membership?

By renewing your membership of the LOCAL PARTY now, your £1-£5 a month could help bring as much as an extra £AMOUNT RECEIVED IN CENTRAL PARTY REBATE in to the local party, which will help fund a lot of extra campaigning to help us win in the Council elections in May. (This is because of the way membership subscriptions are paid back to local parties by the central party depending on how much our party grows.)

As a local party, over the next year we are planning on having more social events (such as pizza nights and pub evenings), campaigning engagement (such as canvassing or running for Council), or non face-to-face ways of getting involved (such as making phone calls or filling envelopes for delivery). As a Member, you would be most welcome at any or all of these. Suggestions for other ways you might like to be involved are also welcome.

Some people join the Liberal Democrats because they want to do their bit for [our values of openness, tolerance and unity](#). Some because they want to help us win elections. Others so they can shape policy, vote internally, or even stand for election and stand up for their community themselves. Our membership has grown by more than NUMBER in the last three years, and our fantastic members, new and old, are a vital part of our team.

Whatever your reasons, thank-you for considering renewing:

Please consider renewing by Direct Debit: They are easy to set up, and you never have to worry about remembering to renew in the future.

Follow the link to renew today:

<https://libdems.secure.force.com/LiberalDemocrats/RenewMembership>

You'll need your membership number, which is:

{{recipient.custom_values.membership_number}}

I or another member of the Party hope to give you a call if we don't hear from you.

If you are sure you don't want to be a Party Member, we'd be grateful if you'd spare a moment to let us know why you left, either by replying to this email or completing the following brief survey:

[LINK TO LOCAL SURVEY]

In any case, best wishes for the future.