

## Membership expiration

A member asked how we know when our memberships expire...

When you log into your member profile, you can see your membership expiration date. You can click renew any time you want to, and we will add the years of your choice to your expiration date.

The membership team also sends you an email saying "your membership expires this month. Please renew, or you will lose the benefits of membership when your membership expires" or something of the sort.

Then you click on "renew", and you fix it.

Or you don't, and let it expire. That's fine. I have been a member of the Chamber of Commerce for one year, let it expire, and come back later. Sometimes we do that. No problem. If you let us know, that just makes it easier.

We may send an email to the expired members and ask them some questions, just to find out how we can serve people better, not to pressure people or anything but just to find out what people are needing and what the issues might be. And every organization has ebbs and flows. It's normal.

I renew my ATA membership for 3 years at a time, but I'm unusual. I like to keep things simple.

Helen Eby