

Renewal Season Timeline (Sample)

Assumes renewal invoices are generated two months before expiration (ex: November 1, for a January 1 renewal date, or May 1, for a July 1 renewal date).

Assumes a one-month grace period after expiration, with membership fully lapsing the day the grace period ends (ex: an expiration date of January 1 means the grace period runs through January 31, with the membership lapsing February 1).

All timing below is relative to your own expiration date, so this works whether your membership year runs calendar-year (Jan–Dec) or fiscal-year (Jul–Jun).

Timing	Channel / Type	What Happens
Before Invoicing (starts ~3 months before expiration)		
One - three months before invoicing	Internal / AMS + accounting	Confirm dues pricing and any increases, then update AMS and accounting systems accordingly
	Member data	Confirm member data accuracy across the roster, including billing contacts, mailing and email addresses, and (if billing per seat) headcount with key contacts
	Email templates	Update any language in auto-generated emails
	Staff email	Send email to membership promoting the upcoming renewal, with a recap of last year and a look at next year
	Social post	Post to social channels reminding the wider network that renewal season is here
Invoicing (2 months before expiration)		
Day invoices are sent	Automatic (AMS)	Renewal invoices generated and sent
Before Expiration		
One month before expiration	Automatic email	Reminder that renewal is due, with a direct link to pay and the amount owed
20 days before expiration	Staff or Board Chair email (mail merge)	Personal email to non-renewed members
Two weeks before expiration	Automatic email	Final notice before the grace period begins, outlining what happens if payment isn't received
Two weeks before expiration	Social post	Public "final call" post reminding the network that the renewal deadline is approaching
Grace Period (after expiration)		
One week after expiration	Automatic email	Notice that the grace period has started, how long it lasts, and what happens if it ends without payment
Two weeks after expiration	Staff calls	Personal calls to non-renewed members
After Lapse		
One month after expiration (date of lapse)	Automatic email	Final notice that the grace period has ended and the membership has lapsed, with instructions for reinstating
7 days after lapse	Automatic email	Win-back message, such as a reinstatement offer or a reminder of what they're missing
One month after lapse	Staff meeting	Dedicated debrief on the renewal season: what worked, what slipped, and what to fix before next cycle