



25 Value-Boosting CAREpoints That May Be Missing in Your Member Care

VALUE ANTICIPATION: Can this actually help?

Stage 1: Discovery

- 1 - The Introductory Resource CAREpoint
- 2 - The Introductory Event CAREpoint
- 3 - The Referred-by-a-Friend CAREpoint

Stage 2: Contemplation

- 4 - The Initial Contact to Invitation CAREpoint
- 5 - The Nurture to Invitation CAREpoint
- 6 - The Fading Interest to Invitation CAREpoint
- 7 - The Win-Back CAREpoint (*if previous member*)

Stage 3: Activation

- 8 - The Application Processing CAREpoint
- 9 - The Application Approval CAREpoint

VALUE VALIDATION: Did I make the right decision?

Stage 4: Onboarding

- 10 - The Welcome/Onboarding CAREpoint
- 11 - The Initial Interests CAREpoint
- 12 - The Ambassador Assignment CAREpoint
- 13 - The Sponsor/Partner CAREpoint

Stage 5 & 6: Early & Extended Engagement

- 14 - The Checking-In CAREpoint
- 15 - The Holiday/Occasion CAREpoint
- 16 - The Event Added-Value CAREpoint
- 17 - The Resource Added-Value CAREpoint

- 18 - The Committee Connection CAREpoint
- 19 - The Ambassador CAREpoint
- 20 - The Bring-a-Friend CAREpoint
- 21 - The Satisfaction Survey CAREpoint

VALUE LONGEVITY: Is there anything more to be gained?

Stage 7: Pre-Renewal

- 22 - The Social Proof CAREpoint
- 23 - The Return-on-Investment CAREpoint

Stage 8: Post-Renewal

- 24 - The Renewal Thank You CAREpoint
- 25 - The Longevity Bonus CAREpoint

*If renewal occurs,
return to Stage 6.*

*If renewal does not occur, return to
win-back campaign in Stage 2.*

