



## APWA Onboarding Email Campaign

APWA welcomes new members through a series of emails designed to keep the member engaged and deliver timely content without overwhelming them. It is helpful for chapter leaders to know what a new member is already receiving as you design your own programs for welcoming members locally.

- Welcome email—Sent within one day of joining
- Education and Resources—One week after the Welcome email
- Accreditation and Certification—Two weeks after the Education and Resources email
- Key Resources—1-month after the Accreditation and Certification email
- Advocacy-- Six weeks after the Key Resources email
- Get involved—Six weeks after the Advocacy email
- Survey Membership Check-in—Six weeks after the Get Involved email
- Renewal—Six weeks after the Survey Membership Check-in email.
- Ends at about nine months of membership

A shortened version of each email is resent a few days later if the original is not opened. If neither the original email nor the shortened version of the first four emails is not opened, then the Membership Development Manager will be notified for a more personal outreach. Chapters will also be notified of these individuals so you can also do more personalized outreach.

### **New Member Orientation:**

New members have the opportunity to meet with APWA staff to ask any questions they'd like about their new membership. Details can be found on the New Member Welcome webpage: ([insert link when we have it](#)).