



Dear Members,

We hope this letter finds you in good health and high spirits. Enclosed you will find your membership renewal form. We are writing to inform you about an important change regarding the renewal of your membership with our organization.

After careful consideration and listening to member feedback, we have decided to transition membership renewals from individual monthly anniversary dates to a standardized annual renewal period for all members. We understand that the previous renewal system caused confusion for some members, as it was challenging to keep track of their specific renewal month. This confusion often resulted in missed renewal deadlines and the loss of membership.

Beginning in 2024, rather than renewing during the anniversary month of your initial membership, all memberships will renew annually in the month of July for all members.

We believe this change benefits both our members, and our association as a whole by providing the following:

1. **Clear Renewal Period:** With the new standardized renewal period, all members will renew in July. This eliminates any confusion about when you need to renew and helps ensure that you do not miss renewing your membership.
2. **Simplified Process:** Moving to a standardized renewal period simplifies our administrative procedures and eliminates the need to manage memberships on different dates throughout the year. It streamlines our operations and reduces the likelihood of errors or oversights.
3. **Efficient Resource Allocation:** By aligning all renewals to the same month, we can better allocate our resources and plan accordingly. This enables us to provide more consistent and improved services, events, and programs throughout the year, ensuring you receive the highest value from your membership.

We understand that this change may raise some questions regarding this month's renewal as it falls in between the transition period. Since your membership will be due for renewal again in July 2024, you can adjust the payment for your upcoming renewal accordingly, if desired.

We are excited about this change and the positive impact it will have on our community. Your continued support and engagement are invaluable to us, and we appreciate your understanding as we work towards enhancing our membership experience.

Warm regards,

A handwritten signature in cursive script that reads "Nancy Popa".

Nancy Popa
President

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