**LIVE CALL**

May I please speak with \_\_\_\_\_?

Hello, M/M\_\_\_\_\_, my name is \_\_\_\_\_, and I’m calling on behalf of the XX Chapter of HIMSS. I'm a current **{member / a chapter leader}** of the chapterandI’m calling to remind you that your membership with HIMSS has lapsed and would like to ask you a few questions regarding your recent membership experience. Do you have a few minutes to talk today?

**If no:**

Is there a better time or number that I may reach you?

* ***If yes****, record info and call back*.
* ***If no***, thank you for your time, we hope that you consider renewing your HIMSS membership and if you have any questions please feel free to reach out to us at any time.

**If yes:**

Great, I have just three questions I would like to ask you to better help us understand our members – your answers will be kept confidential; we will only use the data to help us improve our products and services.

*What was your motivation for joining HIMSS?* TALKING POINTS BELOW IF NECESSARY

* Recommendation / Advertisement on Social Networking site (e.g. Twitter, Facebook, LinkedIn)
* Exhibition Events Public Policy/Government Relations
* Chapter Involvement
* Volunteer Opportunities (e.g. communities, task forces, work groups)
* Education opportunities
* Discounted price for Global Health Conference
* Content Vehicles (e.g. Journal, white papers, research, publications)
* Professional Development (e.g. certification, career services, advancement program)
* Tools/Resources (e.g. checklists, toolkits, implementation guides)
* Other (Please specify):

*What was the reason(s) for not renewing your membership?* SEE TALKING POINTS ABOVE AS NECESSARY

*Would you consider rejoining HIMSS in the future?*

Thank you for your time. If you have any questions about HIMSS please feel free to reach out directly to chapter or by emailing membersupport@himss.org

***VOICE MAIL SCRIPT***

I’m calling for M/M \_\_\_\_\_ on behalf of the XX Chapter of HIMSS. I’m sorry that I missed you, but I want to remind you that your HIMSS membership has recently lapsed. If you would like to renew your membership or have other questions regarding membership please contact membersupport@himss.org. We hope to hear from you soon.