Lapsed Player Win Back Process

1. Identify a Club Community Ambassador
2. Supply Club Community Ambassador with Lapsed Player Marketing Toolkit & Assets. Run campaign Jan – March to renew lapsed players prior to ABF - 31 March cut off.
3. Develop a process for alerting Club Community Ambassador with timely list of Lapsed Players to follow up - Run report on non-renewals or set up auto reporting for January for lapsed renewals. Use LP Data Collection Sheet as contact Call Sheet.
4. Develop or instigate process for collection of information regarding lapsed players to develop a database of information.
5. Activate the Lapsed Player Process using Lapsed player phone call script or email.
6. See Lapsed Player Marketing Tool Kit Guide for available tools and assets.
7. Follow up initial lapsed player marketing activity
8. Compile data and insights to report on success or findings for Lapsed Player Campaign

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