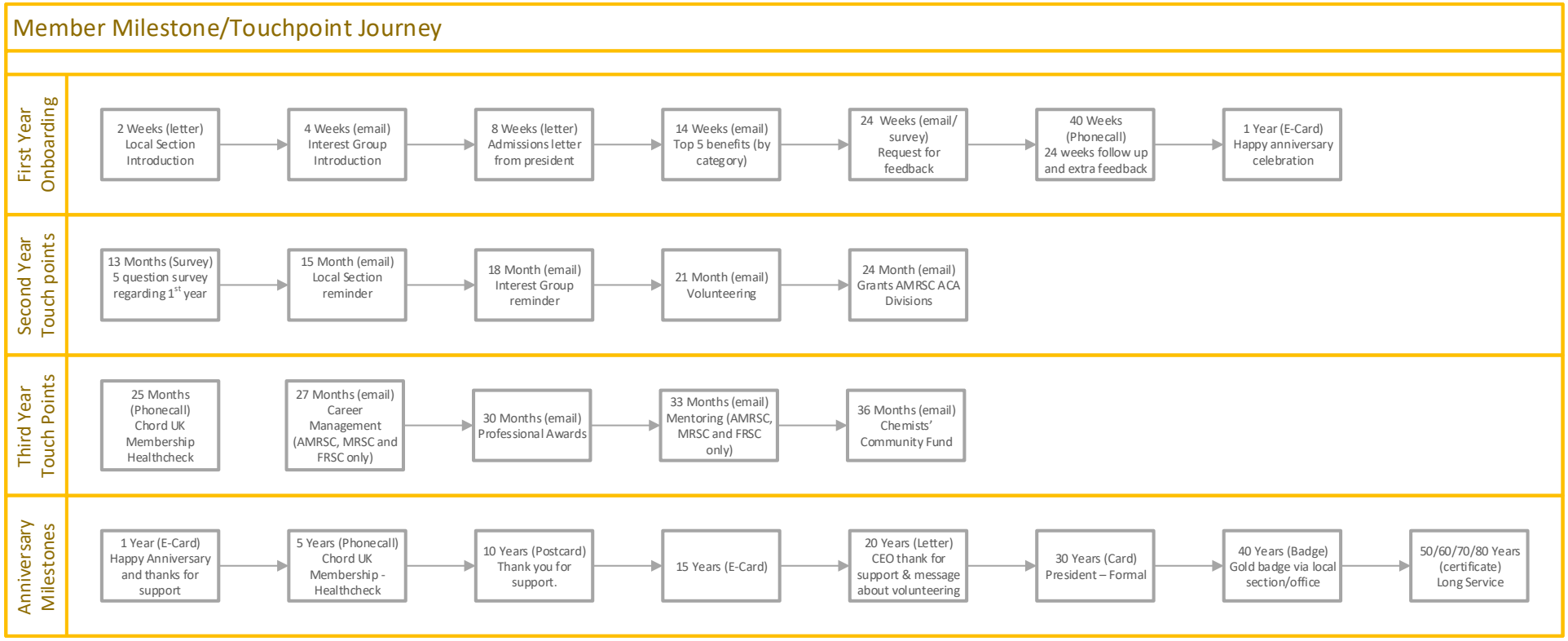
Appendix 1


Member Milestone/Touchpoint Journey
First Year Onboarding
2 Weeks (letter) Local Section Introduction
4 Weeks (email) Interest Group Introduction
8 Weeks (letter) Admissions letter from president
14 Weeks (email) Top 5 benefits (by category)
24 Weeks (email/ survey) Request for feedback
40 Weeks (Phonecall) 24 weeks follow up and extra feedback
1 Year (E-Card) Happy anniversary celebration
Second Year Touch points
13 Months (Survey) 5 question survey regarding 1st year
15 Month (email) Local Section reminder
18 Month (email) Interest Group reminder
21 Month (email) Volunteering
24 Month (email) Grants AMRSC ACA Divisions
Third Year Touch Points
25 Months (Phonecall) Chord UK Membership Healthcheck
27 Months (email) Career Management (AMRSC, MRSC and FRSC only)
30 Months (email) Professional Awards
33 Months (email) Mentoring (AMRSC, MRSC and FRSC only)
36 Months (email) Chemists' Community Fund
Anniversary Milestones
1 Year (E-Card) Happy Anniversary and thanks for support
5 Years (Phonecall) Chord UK Membership - Healthcheck
10 Years (Postcard) Thank you for support.
15 Years (E-Card)
20 Years (Letter) CEO thank for support & message about volunteering
30 Years (Card) President – Formal
40 Years (Badge) Gold badge via local section/office
50/60/70/80 Years (certificate) Long Service