**Outline your existing member communications as they exist today –**

**New Members**

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| **Communication Touchpoint**  (e.g email, mailing, call) | **When do they receive this?**  **(month & week)** | **What Segment of your Membership does this speak to? (All, New(er), Lifers, Volunteers, etc)** | **On a scale of 1-10, 1 being the highest priority, how important is it that your members read/take action from this email?** |
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**Existing/Renewing Members**

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| **Communication Touchpoint**  (e.g email, mailing, call) | **When do they receive this?**  **(month & week)** | **What Segment of your Membership does this speak to? (All, New(er), Lifers, Volunteers, etc)** | **On a scale of 1-10, 1 being the highest priority, how important is it that your members read/take action from this email?** |
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