

HBA Central expiring member outreach schedule

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Here are examples of the automated outreach sent to HBA members as they near their expiration dates. Note: purple+ (unlimited designee) corporate partner employees receive the renewal code in their reminder emails.

1. 60 days prior to expiration: email message: [Let Tech Do the Work.msg](#) 
 2. 30 days prior to expiration: email message: [Our anniversary is only a month away!.msg](#) 
 3. 15 days prior to expiration: email message: [Petrina_ we would hate to say goodbye!.msg](#) 
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