

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.

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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