**Vacation Stops**

There may be a couple different scenarios when a subscriber calls to stop their paper.

**Determine the length of the vacation stop.**

**“**Is this for a week’s vacation or a prolonged time away i.e. snow birds traveling south for the winter?”

(Every conversation is an opportunity to engage and connect. Keep the conversation positive as you ask questions about their time away.)

“Are you going anywhere fun?” …warm?”

“Enjoy your time away”

• For short term stops offer one of two options:

* Hold the papers in the form of a vacation pack to be delivered upon their return date.
* Donate their papers to the Newspapers In Education program.

• For longer periods, encourage conversion to digital.

* Remind them as they may be spending part of their time away in the winter, they will want to stay connected to their hometown and can do so by accessing the e-edition 24/7 at their leisure.

**• Differentiate temporary stops vs. will call stops.**

* If it’s determined that they are stopping for no apparent reason or reasons other than vacation, indicate that their subscription will run out on their specific date and ask do you want to stop after the expiration date or immediately.
* Make a note of this subscriber and call back within 30-60 days to see if they are ready to start up again.

Determine what your refund policy is in advance. Be prepared to answer those who request refunds or credits to their account during their absence.

What qualifies a dormant account?

Those accounts on temporary stops without start dates should be reviewed regularly.

Is 6 months or 1 year a normal time frame of inactivity before an account is deemed dormant?