**Contract Non-Renewal / Cancellation Process**

**Notification**

* Client to inform HS (Accounting or AM) about cancelling or not renewing in writing
	+ In case of verbal notification, AM or Accounting to email the client and request cancellation notification in writing
* When AM or Accounting receives notification in writing from the client
	+ AM/Accounting send email to the core team members: GM, CAD, DDM, OM, and PM, notifying them about upcoming cancellation
	+ AM to confirm the end date of the contract with Accounting
	+ Client Accounts Director to send out email to appropriate HS team members (digital/creative/dev) to provide current status of the account, alerting the team to start wrapping up online/PPC spend
	+ PM to create a project in Basecamp using Cancellation Template

**Actionable Items**

* AM to assign TO DOs in Basecamp for various team members to wrap up work by cancellation date. This includes work on:
* Website transfer
* PPC/all online media
* SEO, including blogs
* Traditional media
* Social Media
* Reporting
* Call reporting
* AM to cancel all active Invoca tracking and vanity numbers (30 day notice for vanity numbers)
	+ AM to assign TO DO for Digital Team to cancel all tracking numbers by cancellation date
* AM to ensure any traditional media contracts that are still running/in effect need to be transferred over to the client
* AM to confirm with Accounting that the account is paid-in-full first
* AM to receive approval on what assets can be released to the client from CAD
* AM to ask team for the urls, logins and passwords for all social networks, listings and website
* AM to provide the logins to the client in an email (assuming approval provided by CAD)
* AM to arrange a call between the client, web team, and the client’s new hosting service to transfer the website and emails over

**Follow up**

* AM to follow up on the contracts that include 30 days follow up reqirement for certain assets
* PM to monitor TO DOs completion in Basecamp

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 Account Manager Name Client Name

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 Account Manager Signature Date