

# MEMBERSHIP ANNUAL REPORT

April 28, 2024

## Total Membership Statistics from National - Jan. 2023 to Mar. 2024

Date	Paid Up	No Charge	Outstanding	Grand Total
Jan.'23	473	93	4	570
Mar.'23	471	74	8	553
June '23	437	72	21	530
Sept.'23	422	72	24	518
Nov.'23	419	70	15	504
Jan.'24	413	70	47	530
Mar.'24	413	69	16	498

Highlights from National Conference Oct.19,20, plus DMO Meetings Jan.25 and Mar.20.

- The 2.0 version to the membership dashboard was inaugurated May 15/23.
- Renewals are active 180 days before expiry date, with reminders 45, 30, 15 days before due date, and 15 days following due date.
- Renewal reminders for members without computer access, are mailed 30 days before due date.
- A personal e-mail is sent to members to contact the National office in cases of payment failure.
- Membership ceases 31 days past the expiry date, and becomes a Former Member. A Former Member must use the Rejoin procedure after day 31 to be a member. A new expiry date occurs on the date of re-joining.
- Family Group can be set up anytime beginning the first year, by contacting Liz Laverty, Membership Associate. All members must reside at the same residence. The Family Administrator can be anyone within the Group, to receive mailings and renewal notifications from National.
- Membership cards are now digital and no longer plastic. Membership cards are e-mailed after renewal, and can be downloaded in PDF.
- Correcting 456 non-member renewals.
- If a member selects "auto renewal", a 30 day notice is sent prior to renewal date.
- Upgrades to the 2.1 version of the membership dashboard, include credit card profile, auto renewal, duplicate credit card, and auto renewal to your credit card on file.

- 136 records of multi-Squadron associations.
- In some cases, Regular Life renewals are being re-set to Regular.
- Resolved the problem of early renewal purchase orders in "Processing" state.
- Resolved the problem of overdue subscriptions not being cancelled after 30 days.
- Records for deceased members have been treated inconsistently at Head Office. A new process of documentation has been set up, and the "clean up" by Head Office is mostly complete.
- Every member with a generic address receives their renewal notices by mail.
- New Brand Member Acquisition Plan was launched April 6. Districts and Squadrons are asked to form a team (committee) to promote the New Brand at their respective AGMs.

In conclusion, I acknowledge and thank the following Squadron Membership Officers; Shelley Reder (Goderich), Martin Sanders (Sarnia), Mike Croxford (Wallaceburg), Eric Hatzenbuhler (Tillsonburg), and Peter Steeves (Windsor) for their ongoing assistance with membership renewals and related membership issues.

Respectfully submitted,

DMO Harry Harris