

MEMBERSHIP REPORT

BOARD MEETING - MILWAUKEE – 08/07/21

- Current Membership – Just under 4,500 total. We are adding new members at a rate slightly higher than the rate at which we are losing members. As a comparison, last year at about this time, we had about 4,400 Members.
- We are having significant problems with the US Postal Service. We use the reduced rate service offered to “Not-for-Profit” organizations. This is a very substantial reduction in costs; however, the Post Office offers no guarantee of delivery, or of service timeliness and there is no way to track any item of mail once it is delivered to the Post Office. I believe that we would be better served to pay the extra cost for First Class Mail.
- The Renewal Cycle this year went fairly well, the biggest problem being the effort required to transfer the data from the PayPal records to the Neon Database since Neon will not allow us to establish a PayPal connection within their database. This is being done but it does require a substantial amount of time every week. We are still looking for a new database service that will allow a direct connection to PayPal as well as meeting our other criteria.
- Grace Periods – As always, we still maintain a 365-day grace period. This means that we mail Bulletins to anyone with a renewal date later than 12/31/2019. It also means that, theoretically, we should mail a 2021 Membership Card to anyone who renews on the 20th of December, 2021 – and I can assure you that we won’t do that! I would like to establish a cut-off of March 31 – if we receive your payment after March 31 then we will NOT print and mail a Membership Card for you.
- We are still talking with White River Productions about the possibility of using a database that they have developed for our Membership records. If we can’t do that then we’ll try to develop a link using a web designer that has already done some work on our website for us.
- I would like to extend my thanks and deepest appreciation to the two people who do much of the work of the Membership Administration. Steve Siegerist and Mary Birdsell have both worked extremely hard every year since I took on the Membership job back in 2013 and get very little thanks for all their efforts!