

Membership Committee Board Report

August 25, 2021



June Membership Raw Data

Member list

Summary									
Keyword search									
Advanced search									
Saved searches									
Level	Total (Bundles)	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Associate - Monthly - Recurring	83 (76)	83	2	-	-	-	-	6	10
Associate Member Gift Card - Semiannual	-	-	-	-	-	-	-	-	-
Complimentary Member - Monthly	3 (3)	3	-	-	-	-	-	-	1
Corporate Member - Annual	20 (2)	20	-	-	-	-	-	-	8
Full Member - Annual	8 (4)	5	-	-	-	3	-	-	-
Full Member - Monthly - Recurring	98 (54)	98	-	-	-	-	-	-	1
Full Member - Semiannual - Recurring	- (0)	-	-	-	-	-	-	-	-
Hidden	1	1	-	-	-	-	-	-	-
Total	213 (139)	210	2	-	-	3	-	6	20

Source: Wild Apricot> Members> Summary (20210630)

Adjusted June Statistics

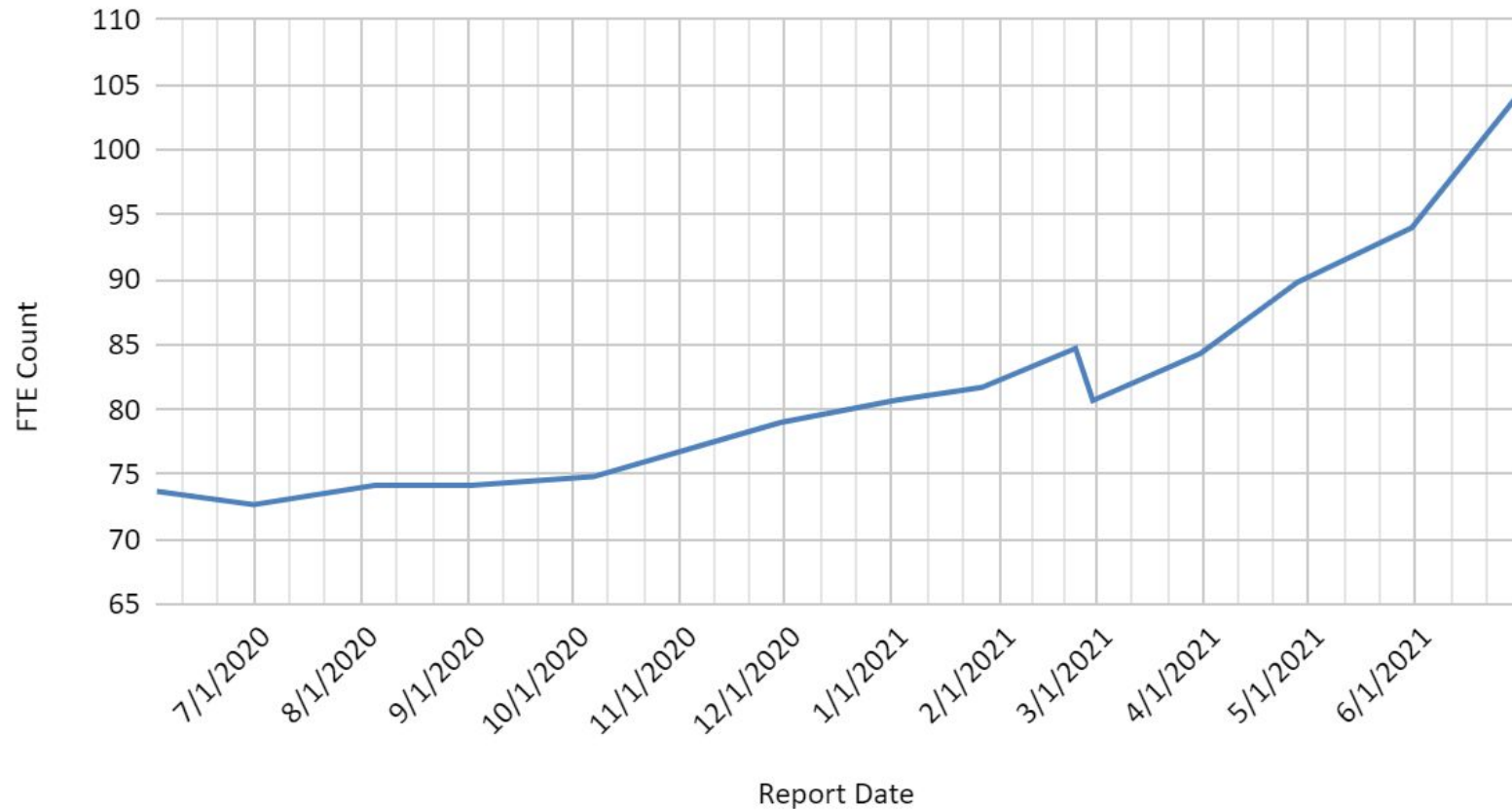
Cost	Level	Members	Memberships	FTE
\$50	Associate Monthly	83	76	38.0
In-kind	Complimentary	3	3	0.0
\$5,000	Corporate Annual	20	2	8.3
\$1100*	Full Annual	8	4	3.7
\$100	Full Monthly	98	54	54.0
\$600	Full Semiannual	0	0	0.0
\$100	Adjustments**			
	Total	212	139	104.0

Corrected Corporate Memberships FTE count to approx. 4.16 FTE

*** Full Annual FTE factor is now 11/12, (next month last discounted memberships expire)**

June Chart (corrected)

FTE Count vs. Report Date



July Raw Data

Level	Total (Bundles)	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Complimentary Member - Monthly	3 (3)	3	-	-	-	-	-	-	-
Corporate Member - Annual	20 (2)	10	-	-	-	10	-	-	-
Hidden	1	1	-	-	-	-	-	-	-
Household Member - Annual	8 (4)	8	-	-	-	-	-	-	-
Household Membership - Monthly - Recurring	102 (54)	102	-	-	-	-	-	2	4
Household Membership - Semiannual - Recurring	2 (1)	2	-	-	-	-	-	-	2
Individual - Monthly - Recurring	89	89	3	-	-	-	-	1	14
Individual Member Gift Card - Semiannual	1	1	-	-	-	-	-	1	1
TEST3-Individual - Monthly - Recurring	-	-	-	-	-	-	-	-	-
Total	226 (64)	216	3	-	-	10	-	4	21

NOTE: This screenshot was taken late on July 31 after the Membership level changes, but still technically under the old nomenclature.

July Statistics

Cost	Level	Members	Memberships	FTE
\$50	Associate Monthly	95	89	44.5
\$300	Assoc. Semiannual	1	1	0.5
In-kind	Complimentary	3	3	0.0
\$5,000	Corporate Annual	20	2	8.3
\$1200*	Full Annual	8	4	4.0
\$100	Full Monthly	102	54	54.0
\$500**	Full Semiannual	2	1	0.8
\$100	Adjustments**			
	Total	231	154	112.2

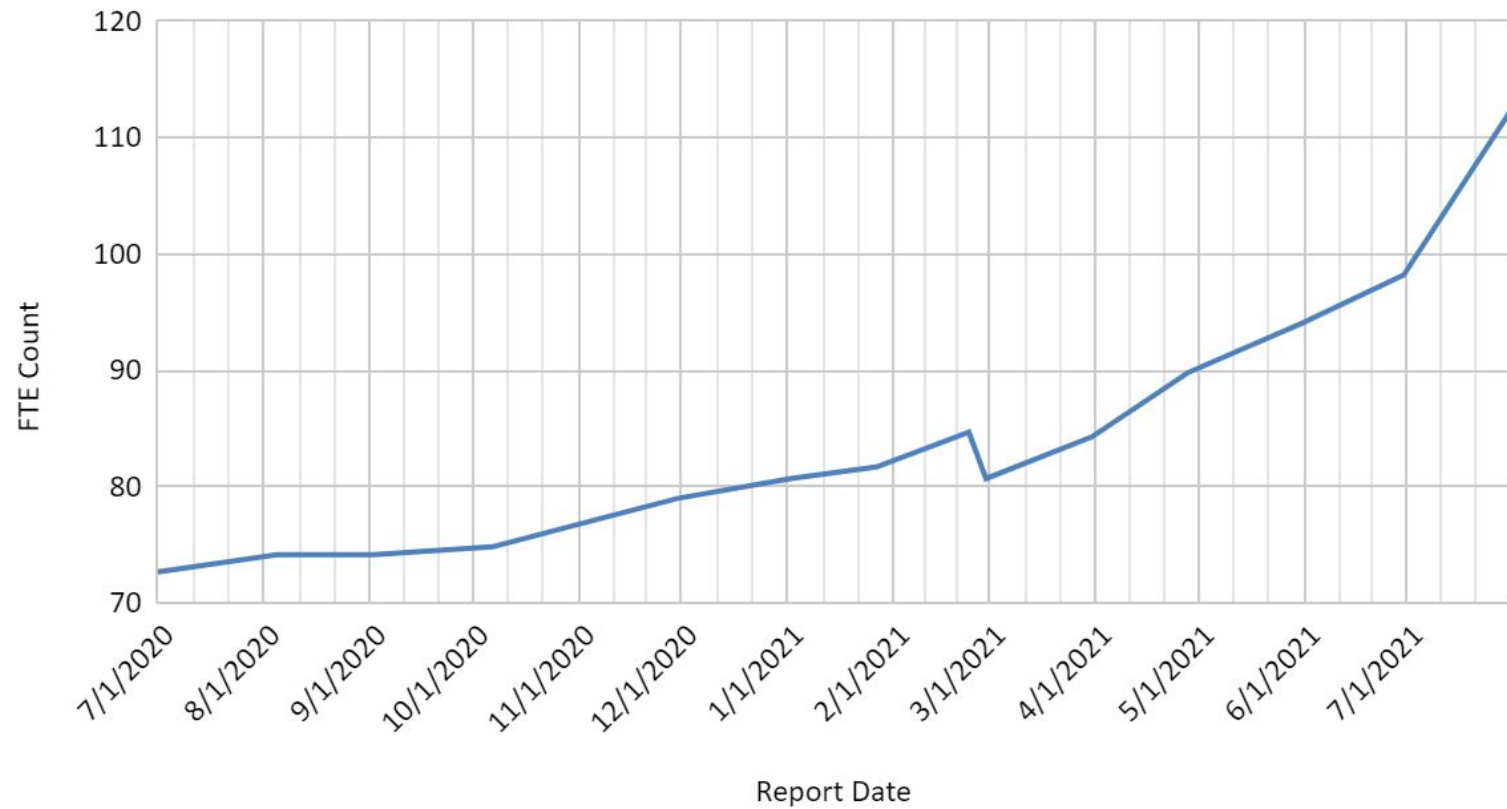
*Last of the discounted Full Annual memberships expired in July

**Kickstarter Full membership redeemed in July.



July Chart

FTE Count vs. Report Date



August Raw Data (preliminary a/o 20210825)

Level	Total (Bundles)	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Complimentary Member - Monthly	3 (3)	3	-	-	-	-	-	-	-
Corporate Member - Annual	20 (2)	20	-	-	-	-	-	-	-
Hidden	1	1	-	-	-	-	-	-	-
Household Member - Annual	8 (4)	8	-	-	-	-	-	-	-
Household Membership - Monthly - Recurring	104 (51)	104	2	-	-	-	-	3	13
Household Membership - Semiannual - Recurring	2 (1)	2	-	-	-	-	-	-	-
Individual - Monthly - Recurring	102 (101)	102	1	-	-	-	-	3	13
Individual Member Gift Card - Semiannual	1	1	-	-	-	-	-	-	1
TEST3-Individual - Monthly - Recurring	- (0)	-	-	-	-	-	-	-	-
Total	241 (162)	241	3	-	-	-	-	6	27

August Statistics (preliminary a/o 20210825)

Cost	Level	Members	Memberships	FTE
\$50*	Individual Monthly	102	101	50.5
\$300	Indiv. Semiannual	1	1	0.5
In-kind	Complimentary	3	3	0.0
\$5,000	Corporate Annual	20	2	8.3
\$1,200	Household Annual	8	4	4.0
\$100	Household Monthly	104	51	51.0
\$500**	HH Semiannual	2	1	0.8
\$100	Adjustments**			
	Total	240	163	115.2

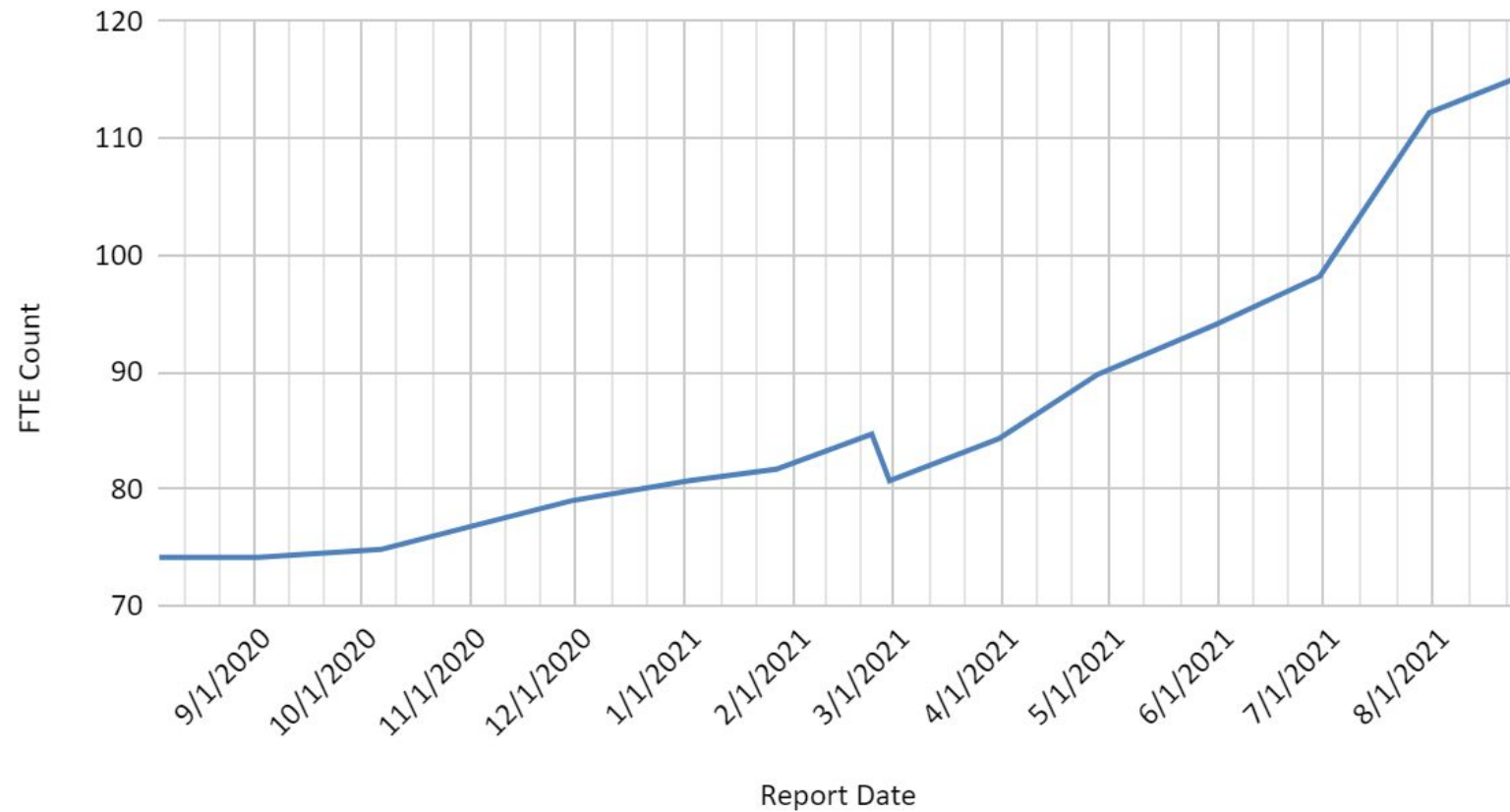
*Researching why there is an extra member here

**Kickstarter Full membership redeemed in July.



August Chart (preliminary a/o 20210825)

FTE Count vs. Report Date



Other Activities

- Successful New Membership Level Implementation. Efforts included (but not limited to):
 - See [Shared drives > Transition 2021 > To Do - Membership Transition 2021](#) for details
 - Review Bylaws
 - Review Standing Rules
 - Review Website
 - Update New Member Orientation slides
 - Review (identify and test) Wild Apricot Membership and Store changes
 - Present changes at Membership Meeting
 - Review Wiki
 - Review Square changes
 - Review iPad changes



Other Activities (continued)

- New Membership Level Implementation Efforts include (but not limited to): **(continued)**
 - See [Shared drives > Transition 2021 > To Do - Membership Transition 2021](#) for details **(continued)**
 - Leesburg Stoplight and space status Slack channels
 - Review WaiverForever
 - Review Social Media impacts (Facebook, Twitter, YouTube, Instagram)
 - Review Flyer and Brochure
 - Review Class Creation materials
 - Review facility signs
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Questions?

