

INFORMATION ONLY

July 2020 Membership Secretary Report – Prepared by Pam Messer

An interesting month and I'm so glad this handoff occurred during the slowest month of the AIS Membership Secretary year.

PayPal

PayPal surprised me by just how valuable and important it is for AIS.

All data verified, all amounts correct, no iffy handwriting, lower risk for adding a layer of human error, the ease of capturing and storing of payment notifications for AIS records that can be pulled up and referenced as needed (referred to frequently).

While I am thrilled with what this does for data accuracy and time management and plan to encourage members (new and renew) to use this option, there are two areas of desired improvement which revealed themselves this month:

- **Multi year purchases** of Emembership in particular (but could be expanded it include all memberships) – purchasers need the option for how many years they want on a single membership. **Examples:** One member purchased 10 single Ememberships, when I contacted him to obtain clarification -*Multiple purchase for a group? Purchase made in error?* - he told me he wanted a 10-year single Emembership but couldn't figure out how to do that.

One of the re-newing Emembers, who contacted me after receiving a renewal reminder, noted the frustration of trying to purchase a 3-year renewal. She followed a friend's advice to purchase 3 Ememberships to get the same result.

Fortunately, when that renewal arrived, I'd already had the 10-year multi-purchase example and recognized it but still need to get verification/clarification. Her message took care of that.

However, in every instance it does require verification of the intent of the purchaser.

A real time vacuum!

- **Multi Members Purchases for Groups and Dual memberships** need a way to provide the names of all the members included on the purchase. **Examples:** There were 2 groups and one Dual that would have benefited. Well, I would have benefited, as well, because there was requisite follow-up to obtain the rest of the information. One of the members who contacted me looking for a solution had purchased her membership online. Her husband's information was used for her membership because the credit card was in his name and his email was listed. This was an easy fix but what a frustration for a new member! And, what an easy problem to avoid.

New Memberships received during July 2020

- 14 = Annual Emembership
- 9 = Annual print
- 2 = Triennial print
- 1 = Annual Youth
- 4 = 2 Annual (D) memberships, only
- 1 = Annual print + E+P membership
- 1 = Youth + Emembership

Membership Retention Efforts

The number of new members each month was encouraging until I looked at how many just drop off each month.

Since one of the highest priorities for any membership organization is membership retention, I decided to put some effort into removing potential renewal barriers. In this year of COVID19, the extra distractions and concerns make a multipage notice in a plain business envelope a prime candidate for the lowest rung on the priority ladder. So, I am testing postcard renewal reminders for easy intake by the eye and tweaking of the brain. All the information for renewing is already available in their latest issue of the Bulletin and on the website so including that information is not as critical and knowing their renewal date is coming up and they are valued by the organization.

Print Members

In addition, membership expiration dates have been added to the Bulletin mailing labels, following the standard practice for publication subscriptions, so members know a quick at-hand way to check the date.

EMembers

The practice had been for print expiration dates to be the end of the month, with a written reminder mailed with in a month or two before expiration. Emembership, even and especially, when coupled with print membership received due dates for the 1st of the following month. The policy was to not send renewal notices. The policy is stated in the activation notice.

This generates a high volume of, “when does my membership expire” queries.

Response to the postcard reminder has been positive. I won't know the impact on membership just yet.

Database Reconstruction Update

In response to a question from Andi, I provided the following information. I thought it might be useful to include it in this report.

Dual pMembership partners & shared eMemb services current practice:

Only one partner is assigned to the eMemb services and that person has been given an independent eMem account ID in addition to the Dual Membership ID. The two are not linked. We have a few cases where both partners have purchased eMemb services.

Reconstruction of the database is underway

- to give each member a dedicated line listing (partners remain linked by Dual ID number),
- to eliminate the duplicate line listing of all members with e & p memberships,
- to bring multiple membership/services choices onto a single line.

This is a big task, is going well, and takes a lot of careful proofreading and verification. I'm looking forward to when the task is complete and the benefits can be fully realized.

So, as a part of reconstruction, I can easily add the eMemb info to both partners, if that is what is intended.

Jody,

While I could go on, that's it for this month's report. I'm eager to get back to the work.

Pam