

INFORMATION ONLY

Membership Secretary Briefing, September 2020 – Prepared by Pam Messer

AIS Bulletin Delivery - Mailing Challenges resulting in Increased Replacement Requests

- **International Delivery** – International delivery has been sharply restricted due to Covid19. Bulletins to affected members will be delivered after these restrictions are lifted.

- **USPS Change of Address Notifications** (*fee per address = 0.62*)

In the past receiving a “Postage Due” notice for forwarding the Bulletin to has meant that the Bulletin was delivered and that AIS records need updated.

However, it has become apparent that the Bulletin is not always forwarded, as members contact me to report their change of address and request a replacement for their missing copy of the Bulletin.

- **USPS Undeliverable/Bad Address Notification.**

In the past, the entire publication in the original mailing bag was returned. This allowed for verification of a correct address and for local relabeling and mailing of the original copy.

The practice now is to tear off the top half of the front cover, staple the mailing label to it and return it to AIS.

This has increased the number of replacement requests to the AIS Store, following verification of the new/correct address.

Now that I have learned from John Ludi that all of this has created a noteworthy increase in the number of replacement requests, it is an issue on my radar and I expect to have a fuller picture for the Annual Report.

Membership Retention Efforts

- **AIS traditional membership** renewal grace period has been 3 months, with a mailed renewal notice. The grace period has been extended in response to the current circumstances.

Postcard renewal reminders have been added to non-renewing members exceeding the 3-month grace period, with positive early results.

- The renewal grace period for **E-membership** has been, and continues to be, NONE (aka, diddlyquat).

The system drops the account as soon as the expiration date hits, with no reminder and no human action needed.

Although the activation notice sent at the beginning of the membership warned that this was the case, it seems to be often overlooked or forgotten. Leading to frustrated E-members finding themselves suddenly shutout. Since happy members are the ones that most often renew, this is an issue.

The two most often urgent, and frustrated misconceptions received when the E-door slams:

I personally and willfully turned off access to their account without warning.

E-access is automatically and instantaneously activated by the PayPal payment and there must be a problem since the payment cleared without instant results.

Test Remedy

Renewal Reminder postcards are being sent during the month prior to the expiration date and has shown positive results in the form of timely renewals and fewer urgent, frustrated calls and emails.

Database Reconstruction Update

The AIS membership database reconstruction is nearly complete:

Every member has a single dedicated line listing, including all membership modes.

Dual memberships are linked by a common ID number, with a .1 or .2 extension.

Each Business/Organization/Association has a single ID number, with individual line listing for each contact linked by an extension to the parent ID number.

AIS Lookup

The Expires date shown is the expiration date of the full length of membership,

- independent of membership mode
- using the expiration date of the longest running active, overlapping membership mode.

Note: Separate membership renewal reminders will continue to be sent for each mode, with a possible exception when all modes have a common expiration date.

PayPal Update

- **E-membership multi-year purchases**
With many thanks to John Jones, we recently received our first *quantity choice*, E-membership purchase. This is a great step forward and much appreciated.