

AIS Membership Development Committee July 2021

5-Year AIS Membership Drive Proposal

2022: Free annual AIS Print membership for every new local iris club and/or AIS Section membership (special will run during the months of March-May 2022).

2023: Free annual one-Section membership (i.e. Spuria, Louisiana, etc.) when purchasing AIS Full Membership (the special will run during March-May 2023).

2024: Annual Full Membership for the price of Print Membership, in other words FREE e-membership (the special will run the months of April-June 2024).

2025: \$10 annual E-membership Special (the special will run the month of June-August 2025).

2026: Free annual one-Section e-membership when purchasing AIS e-membership (the special will run during the months of August-October 2026).

2022 Cost Analysis (chart below)

How much should AIS invest in this effort? **Choice A:** \$1,748.00, **CHOICE B:** \$8,740.00, **CHOICE C:** \$13,110.00, or **CHOICE D:** \$17,480.00. (Please see the analysis report below)

We would love it, but we don't think we're going to get 1,000 new members, so our favorite request for funding from the AIS Board would be **C: 13,110.00**, that would be the budget cap.

YEAR 2022 Cost Analysis	ACTUAL EXPENSES			POSSIBLE # OF NEW MEMBERS (budget)			
	BULLETIN ISSUES	EACH	ANNUAL	A	B	C	D
				100	500	750	1000
PRINTED BULLETIN EXPENSE	4	\$4.37	\$17.48	\$1,748.00	\$8,740.00	\$13,110.00	\$17,480.00
(included: print, editor fees, domestic and overseas mailing)							

Motion: "That the AIS Board approves the 5-Year Plan as outlined by the AIS Membership Development Committee, with a budget expense cap of \$13,110 for year 2022. For subsequent years, a detailed budget will be proposed in advance."