

# INFORMATION ONLY

American Iris Society  
Membership Secretary Report to the Board of Directors  
Oct 27, 2021

In business, new customers support growth - retained customers keep the lights on.  
In AIS, new members support growth - retained members keep the irisarian beacon  
burning brightly.

## Continuing High Priorities

New Members: Providing a welcoming atmosphere and encouraging involvement.

Current Members: Providing prompt response membership services, and providing  
timely renewal reminders.

- ***Membership Numbers***

Membership numbers, new and total, are being monitored closely.

The impact of COVID-19 plus the increased number and intensity of natural disasters is  
noticeable but cannot fully be assessed at this time.

Many AIS members have been directly affected by one or both. This has led to many  
temporary and permanent relocations. It has also led to many unintended lapses in  
membership. An expanded grace period has been observed during this time to the relief of  
many.

The good news: The positive impact of ZOOM presentations, as well as, the return of iris  
shows and sales, plus the first reactivations of CIP programs are all encouraging.

- ***Life E-membership Add-on Status***

The most outspoken quickly took up the offer, while many others also appreciated the  
choice and took up the offer.

- ***Member Contact Information Update Quick Link***

In progress: A quick, fill-and-submit, ***Membership Information Update Form*** is being  
added to the AIS website. This should make it quicker and easier for members to provide  
updated information without fuss or delay.

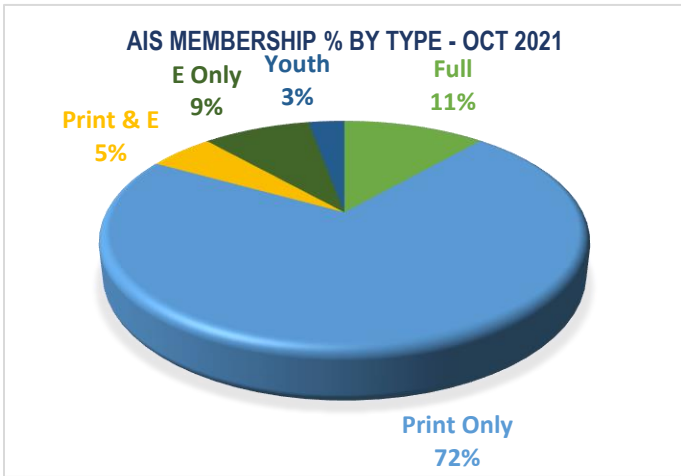
- ***Mailing Challenges***

The past 11 months have been plagued with a number of new mailing issues.

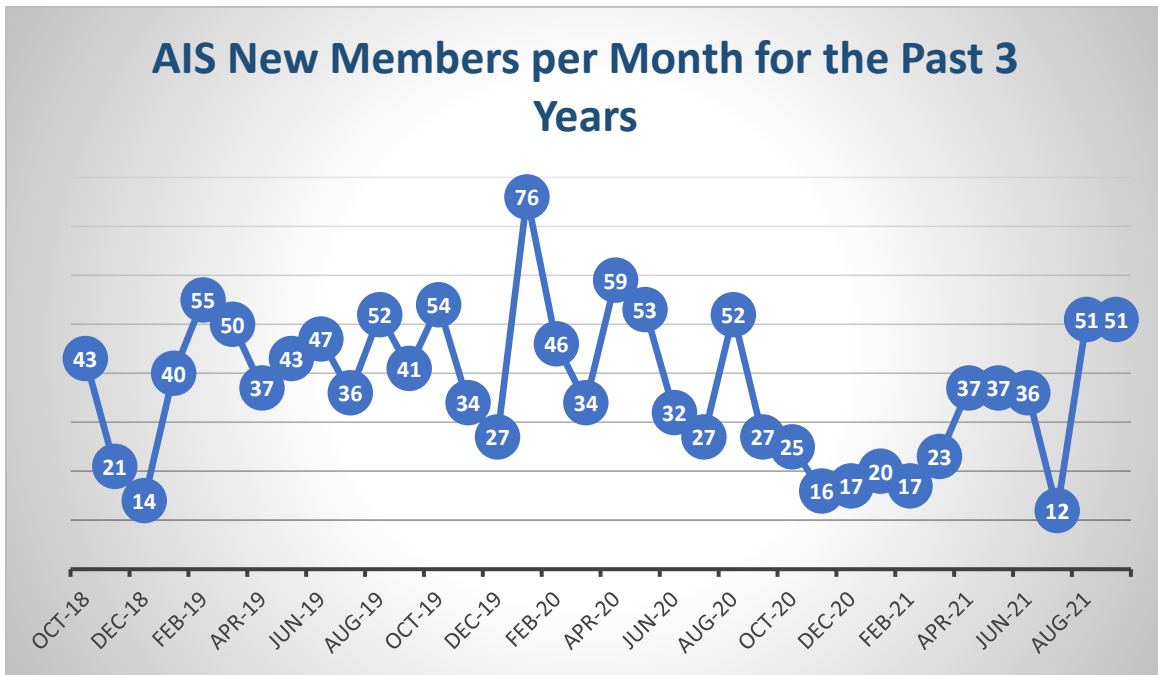
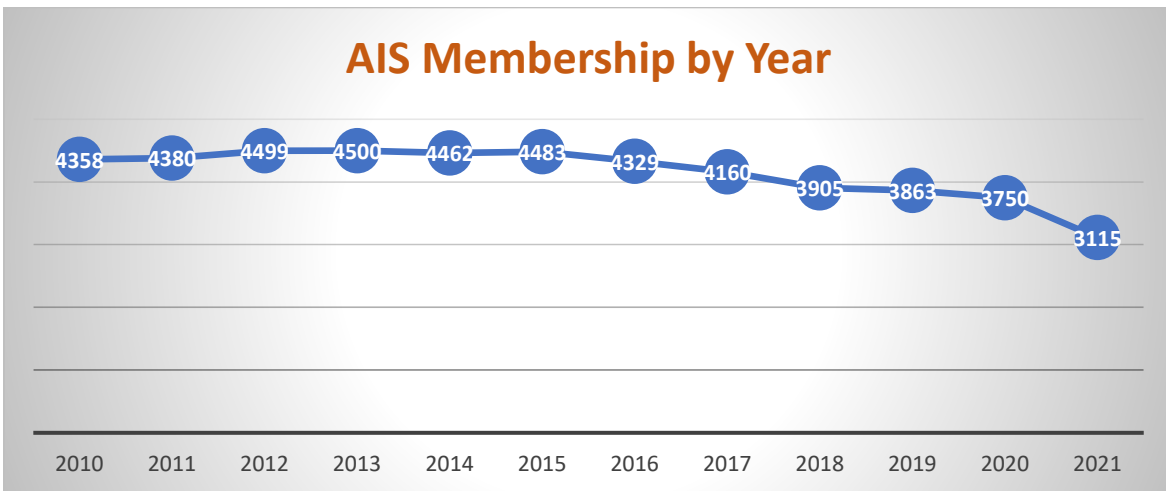
- Many renewal notices sent in Nov 2020 for Dec expirations were never received.
- Subsequent renewal notice deliveries have been spotty.
- USPS information supplied on returned mail is increasingly unreliable, necessitating  
verification for all new address, forwarding, and non-deliverable information.  
We have a wonderful team of Regional Membership Chairs, Newsletter Editors, and  
RVPs who provide great assistance in this effort. They all deserve deer stalker hats!
- Slower delivery, initiated Oct 1, 2021, has created a new timing challenge.

- ***Most Frequent Member Assistance Requests***

- Username and Password retrieval/testing/change
- Missing and Damaged Bulletins



October 1, 2021 AIS Total Membership by Type	
Full	356
Print Only	2234
Print & E	165
E Only	270
Youth	90
<b>Total</b>	<b>3115</b>



Submitted by: Pam Messer, AIS Membership Secretary, October 16, 2021