

Spring 2013 AIS Membership Report

3/31/2013

Membership is at 4,382 members, down from last falls report by 128.

Membership income is lagging as compared to budget by \$3,571. This trend is disturbing as there is no plan currently in place to close this gap. At the current rate my best estimate is that we will miss our budgeted income by \$6,000 or about 10%.

The Voucher Program has seen 203 new or upgraded members since its inception and while it is unclear if this would have happened anyway, it is a nice perk of membership.

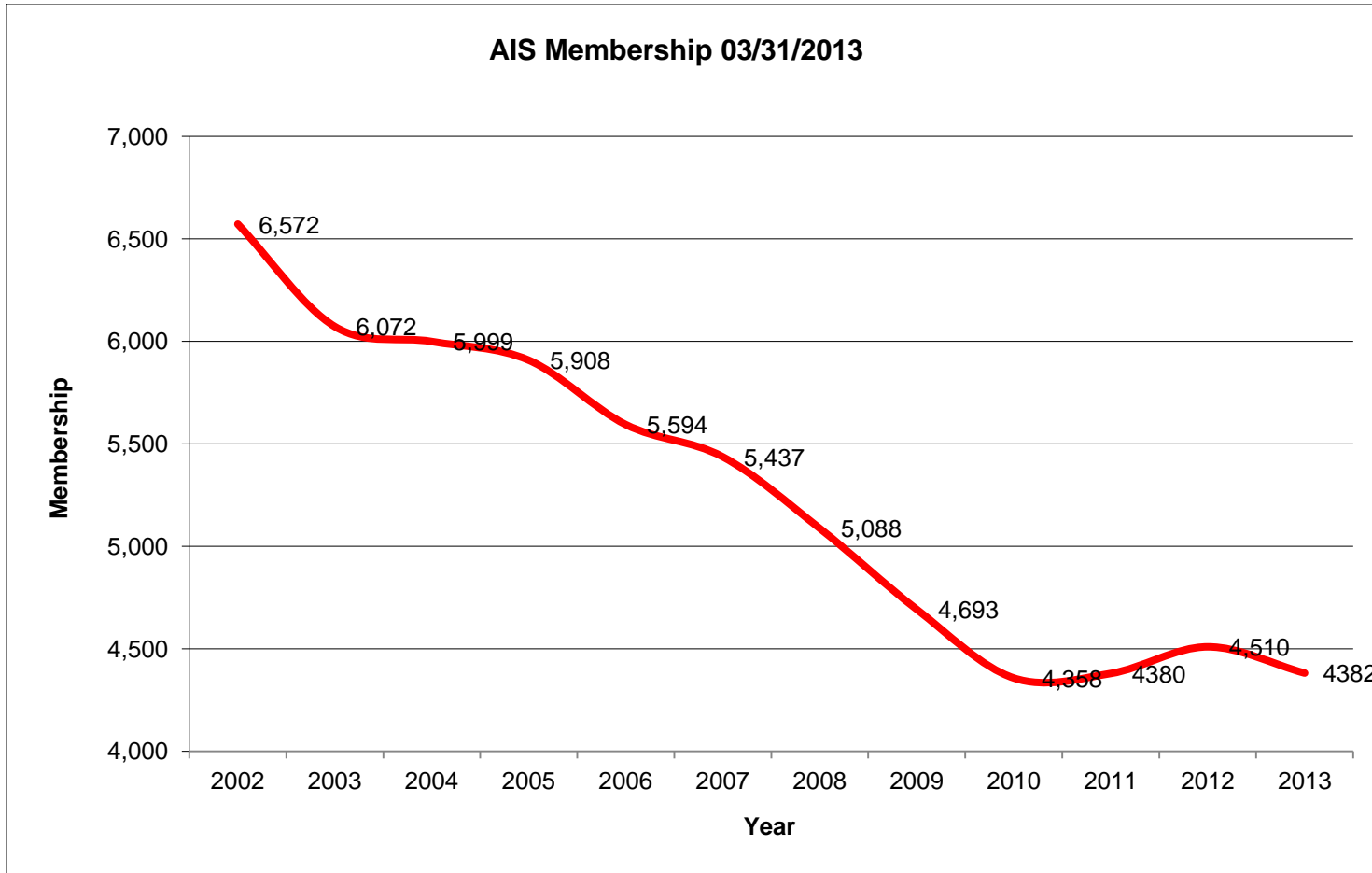
There have been no conversions of Emembership to Regular print membership.

Membership History

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
1	226	205	208	196	191	186	177	165	156	151	139	143	139
2	287	266	225	245	217	201	189	167	140	174	170	174	162
3	180	188	190	190	200	171	155	151	121	117	167	168	174
4	585	529	501	478	517	511	508	472	427	380	378	378	328
5	242	258	233	252	245	233	223	192	165	158	150	155	148
6	408	394	361	374	359	324	312	284	273	251	250	260	248
7	467	463	381	415	388	382	364	322	295	283	254	248	244
8	155	148	128	118	113	102	92	89	85	82	89	97	95
9	170	165	149	148	138	128	139	137	132	125	127	125	125
10	35	31	29	29	32	36	33	36	27	25	24	28	30
11	135	133	123	116	118	131	129	114	96	88	90	79	83
12	86	73	65	67	71	61	60	61	59	56	53	55	52
13	306	293	288	332	302	305	291	274	259	246	243	266	260
14	637	597	569	515	528	475	465	440	429	409	422	450	442
15	453	456	417	437	406	376	421	327	311	272	279	293	290
16	74	74	65	64	63	60	60	70	67	0	0	0	0
17	456	446	407	393	393	361	346	334	308	300	319	318	317
18	516	546	505	485	500	469	407	423	401	356	375	376	367
19	68	64	56	53	57	52	56	47	45	40	0	0	0
20	242	215	193	197	189	177	165	162	139	135	132	135	133
21	203	198	195	185	185	170	168	176	167	165	165	160	155
22	396	334	316	292	279	278	280	256	230	213	210	206	203
23	149	129	118	113	107	99	88	96	84	77	75	85	83
24	170	159	157	132	132	127	130	123	118	114	111	105	107
OS	224	208	193	173	178	179	179	170	159	141	158	195	193
Ememb												11	4
Total	6870	6572	6072	5999	5908	5594	5437	5088	4693	4358	4380	4510	4382
		-298	-500	-73	-91	-314	-157	-349	-395	-335	22	130	-128
		-4.34%	-7.61%	-1.20%	-1.52%	-5.31%	-2.81%	-6.42%	-7.76%	-7.14%	0.50%	2.97%	-2.84%

9/30/2012 3/31/2013

History Graph



2011/2012 Life Members		
Qtr	Deceased	New
1st	3.5	0
2nd	0	1
3rd		
4th		
Total	3 1/2	1

	Memberships	Members
Single Life	328	328
Dual Life	117	234
Honorary Life	8	9
Totals	453	571

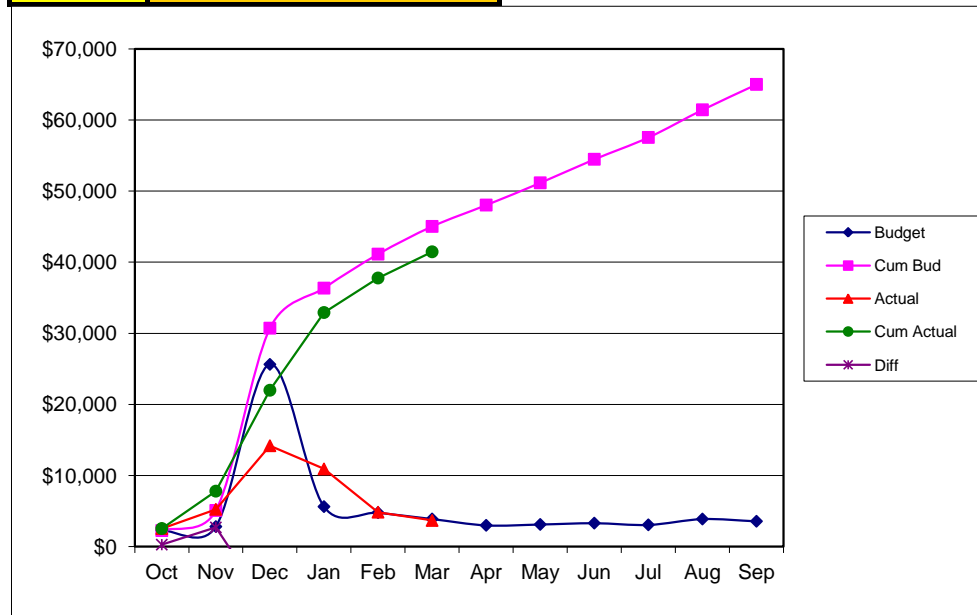
The nine Honorary Life Members are:

SMITHSONIAN INSTITUTION LIBRARIES
 AMERICAN HORTICULTURAL SOCIETY
 LINDLEY LIBRARY-ROYAL HORT SOC
 DR GEORGE RODIONENKO
 MR AND MRS CLARENCE E MAHAN
 MRS CURRIER MCEWEN
 MARGARET CAMERON LONGO
 MILAN BLAZEK

Income Projection 12-13

2012-2013 Membership Income Projection		Income Actual			
Month	Budget	Cum Bud	Actual	Cum Actual	Diff
Oct	\$2,270	\$ 2,270	\$2,553	\$2,553	\$ 283
Nov	\$2,824	\$ 5,093	\$5,252	\$7,805	\$ 2,712
Dec	\$25,632	\$ 30,726	\$14,191	\$21,996	\$ (8,730)
Jan	\$5,631	\$ 36,357	\$10,930	\$32,926	\$ (3,431)
Feb	\$4,781	\$ 41,138	\$4,852	\$37,778	\$ (3,360)
Mar	\$3,896	\$ 45,034	\$3,685	\$41,463	\$ (3,571)
Apr	\$3,002	\$ 48,036			
May	\$3,128	\$ 51,165			
Jun	\$3,310	\$ 54,474			
Jul	\$3,070	\$ 57,544			
Aug	\$3,887	\$ 61,431			
Sep	\$3,572	\$ 65,003			
12-'13 Projection					
Total	\$ 65,003				

as of 03/28/13	
\$ 990.00	paypal
\$ 2,595.00	usbank
\$ 100.00	cc
\$ 3,685.00	total



	\$ 50.00	28-Mar		
	\$280.00	26-Mar		
\$ 1,235.00		28-Mar	\$ 260.00	10-Mar
\$ 1,360.00		10-Mar	\$ 400.00	6-Mar
<u>\$ 2,595.00</u>	tot usb		<u>\$ 990.00</u>	tot pp
			<u>\$ 100.00</u>	tot cc

1. New memberships (215) were extrapolated from last years actual numbers and are assumed to be Single Annual.
- 1a. 240 additional new members added totaling 455 based on new membership drive approved at Fall Business meeting.
2. The drops rate is tracking at 3% over the last 3 years. Using 3% as the drops rate.