

ES

Report on Free Memberships
Interim Executive Secretary
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I've been going through the existing MemberClicks database to follow up on those identified as receiving free memberships. Here's a quick rundown of what I found. Keep in mind that the database includes only those who are members from 2004, 2005, and 2006. That is, persons receiving free memberships before 2004 who never renewed, or didn't renew after 2003, are not represented here.

Board Choice Awards:
Of the 29 identified:
14 have renewed
15 have not renewed (14 of these are from 2005; 1 from 2004)

Conference Drawings:
Of the 221 identified:
107 have renewed
114 have not renewed (74 of these are from 2005; 40 from 2004)

Leadership Institute:
Of the 3 free memberships identified as given for 2005 all have renewed for 2006.

Many of the non-renewals may be planning to renew or might be persuaded to. I'll send the list to the Membership Committee for follow-up.

I don't know figures from years past, but I estimate the annual cost of newsletters and postage per member this year will be under \$10. Costs for winners increase when free conference registrations are given.

From the MemberClicks database I also extracted those identified as being "first year" members for 2006.

Of the 110 new members so far for 2006:
37 are from conference free membership drawings
7 are Board Choice winners of free memberships
5 are free memberships from Leadership Institute participation
10 are ½ price first year members

These account for just over half the list. The rest paid full dues amounts. A few of these I recognize as having been members sometime in the past. However, if they were not members in

either 2004 or 2005 they were not in the MemberClicks database and were added as new members for 2006.