

# Membership Committee Board Report

October 19th, 2023



# October Membership Raw Data

| Level  | Total<br>(Bundles) | Active     | Renewal<br>overdue | Lapsed | Pending |         |              | New in last |           |
|--|--------------------|------------|--------------------|--------|---------|---------|--------------|-------------|-----------|
|  |                    |            |                    |        | New     | Renewal | Level change | 7 days      | 30 days   |
| Complimentary Member -<br>Monthly                | - (0)              | -          | -                  | -      | -       | -       | -            | -           | -         |
| Corporate Member - Annual                        | <b>21</b> (2)      | <b>21</b>  | -                  | -      | -       | -       | -            | -           | -         |
| Hidden   | <b>1</b>           | <b>1</b>   | -                  | -      | -       | -       | -            | -           | -         |
| Household Member - Annual                        | <b>4</b> (2)       | <b>4</b>   | -                  | -      | -       | -       | -            | -           | -         |
| Household Membership -<br>Monthly - Recurring    | <b>83</b> (34)     | <b>83</b>  | -                  | -      | -       | -       | -            | -           | -         |
| Household Membership -<br>Semiannual - Recurring | <b>5</b> (1)       | <b>5</b>   | -                  | -      | -       | -       | -            | -           | -         |
| Individual - Monthly -<br>Recurring              | <b>189</b> (189)   | <b>189</b> | <b>5</b>           | -      | -       | -       | -            | <b>2</b>    | <b>10</b> |
| Individual Member Gift Card<br>- Semiannual      | <b>6</b>           | <b>6</b>   | <b>3</b>           | -      | -       | -       | -            | -           | -         |
| <b>Total</b>                                     | <b>309</b> (228)   | <b>309</b> | <b>8</b>           | -      | -       | -       | -            | <b>2</b>    | <b>10</b> |

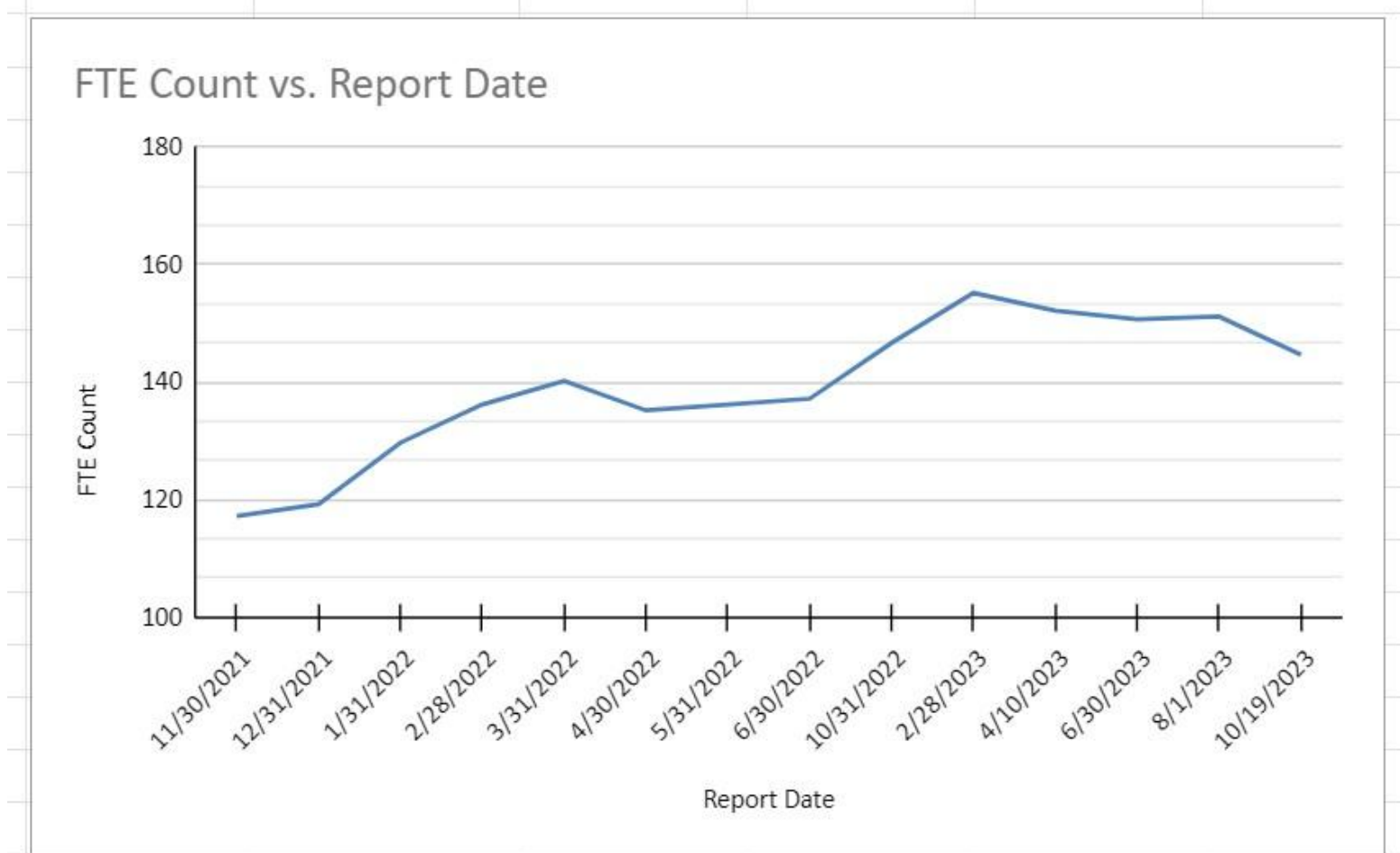
Source: Wild Apricot> Members> Summary (10-19-2023)

# October Statistics

| Cost    | Level            | Months       | Members    | Memberships | FTE          |
|---------|------------------|--------------|------------|-------------|--------------|
| \$0     | Complimentary    | 3            | 0          | 0           | 0.0          |
| \$5,000 | Corporate (STD)  | 12           | 9          | 1           | 4.2          |
| \$8,400 | Corporate (CUST) | 12           | 10         | 1           | 7.0          |
| \$1,200 | HH Annual        | 12           | 4          | 2           | 2.0          |
| \$100   | HH Monthly       | 1            | 85         | 34          | 34.0         |
| \$600   | HH Semiannual    | 6            | 5          | 1           | 1.0          |
| \$50    | Ind. Monthly     | 1            | 191        | 191         | 95.5         |
| \$300   | Ind. Semiannual  | 6            | 2          | 2           | 1.0          |
|         |                  | <b>Total</b> | <b>306</b> | <b>232</b>  | <b>144.7</b> |



# October Chart



# Other Notable Activities

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## **New Members within last 30 days:**

Aldo Bello

Audrey Conway

Charlie Glenn

Brian Hardy

John Johnson

Kenneth Kalbaugh

Nathanael Lock

Mary Murphy

Laura Ogelman

Soren Ogelman

Tim Proser

## **Members about to drop off rolls:**

Fabiola Papi (said she'd renew tomorrow . . . )



# Other Notable Activities

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- Cleaned up Slack members to more closely align with WildApricot members list
- Updated New Member Orientation slides (Thanks Bev!) with current info and updated website link to updated slides
  - Location: Shared Drives/Membership/New Member Orientation Slide Deck Files
  - Rights: Viewable by members, editable by Membership Committee members
- Cancelled Oct. 31st Purcellville Open House due to Halloween

