

2021 AGM Membership Committee Report

Membership Metrics, First Quarter 2021, 2020, and 2019

2021 First Quarter Membership							
Membership Type	Number	Revenue	US	vs CA	vs UK	New vs Returning	
Introductory	3	\$70	0.0%	66.7%	33.3%	100.0%	0.0%
Regular	50	\$2,470	22.0%	78.0%	0.0%	8.0%	92.0%
Sustaining	42	\$4,100	26.2%	73.8%	0.0%	14.3%	85.7%
Guides	9	\$105	0.0%	100.0%	0.0%	0.0%	100.0%
Camps	3	\$700	33.3%	66.7%	0.0%	0.0%	100.0%
Corporate	1	\$500	0.0%	100.0%	0.0%	0.0%	100.0%
Life	5	\$500	0.0%	100.0%	0.0%	0.0%	100.0%
TOTALS	113	\$8,445	20.3%	78.8%	0.9%	11.50%	88.50%

2020 First Quarter Membership							
Membership Type	Number	Revenue	US	vs CA	vs UK	New vs Returning	
Introductory	3	\$75	33.3%	66.7%	---	100.0%	0.0%
Regular	10	\$500	10.0%	90.0%	---	0.0%	100.0%
Sustaining	13	\$1,300	0.0%	100.0%	---	15.4%	84.6
Guides	0	\$0	---	---	---	---	---
Camps	0	\$0	---	---	---	---	---
Corporate	0	\$0	---	---	---	---	---
Life	1	\$100	0.0%	100.0%	---	0.0%	100.0%
TOTALS	27	\$1,975	7.4%	92.6%		18.50%	81.50%

2019 First Quarter Membership							
Membership Type	Number	Revenue	US	vs CA	vs UK	New vs Returning	
Introductory	3	\$75	33.3%	66.7%	---	100.0%	0.0%
Regular	67	\$3,350	32.8%	67.2%	---	1.5%	98.5%
Sustaining	49	\$4,900	49.0%	51.0%	---	4.1%	95.9%
Guides	8	\$85	0.0%	100.0%	---	0.0%	100.0%
Camps	0	\$0	---	---	---	---	---
Corporate	0	\$0	---	---	---	---	---
Life	1	\$250	0.0%	100.0%	---	0.0%	100.0%
TOTALS	128	\$8,660	36.7%	63.3%		0.05	99.50%

Membership Analysis, First Quarter, 2021

Membership revenue from first quarter 2021 has reached 84.5% of the 2021 membership budget (\$10,000). Comparing first-quarter membership data from 2021, 2020, and 2019, we can see that 2020 was an outlier year for membership, and that membership numbers are back to status-quo for 2021.

Data comparing new members to returning members shows an uptake in new members over the last two years. Noteworthy is that, of memberships purchased by new members in 2021, only three were introductory memberships, four were regular memberships, and six were sustaining memberships. This is a dramatic change from 2020 and 2019 first quarter metrics which showed that most new members purchased introductory memberships.

US membership in first quarter 2021 (23 US members) has improved drastically from first quarter 2020 (two US members), but is still down from first quarter 2019 (47 US members). It is expected that this drop in US membership is largely due to problems with US mail delivery and retrieval during the first quarter of 2020 and 2021.

First Quarter Membership

2021 vs 2020 vs 2019

2021 First Quarter Membership

Membership Revenue = \$8,445 (total 2021 budget is \$10,000)

Total members = 113

US Members = 23 / Canadian Members = 89 / UK Members = 1

New Members = 13 / Returning Members = 100

2020 First Quarter Membership

Membership Revenue = \$1,975

Total members = 27

2019 First Quarter Membership

Membership Revenue = \$8,660

Total members = 128

First quarter membership is up significantly from 2020, but down slightly from 2021.

Total Membership at the end of 2021 first quarter was 1025.

(560 Life Members + 278 Current Paid Members + 187 Complimentary Members)