



**Membership Annual Report
Ottawa Branch Navy League of Canada:
2018-2019**

MEMBERSHIP DIRECTOR: VACANT
Report prepared by Gerry Powell

PORTFOLIO OBJECTIVES 2018-2019

- Other than the conduct of membership campaign at some point in the Spring, there are no established objectives known for this portfolio. There are no AGM membership reports on record since 2014
- The last membership campaign was a mail campaign in April 2013, which proved reasonably successful. Our membership was up to 110 members by 2014, then down to 11 in 2016 (mostly Board members). The portfolio has been VACANT since 2017.
- The need for a membership drive, while discussed often, had not materialized in the absence of a membership director. Noting the seriousness of the decline at last year’s AGM, the Treasurer undertook to rebuild a membership and restart a membership drive process pending the appointment of a dedicated membership Director needed to sustain it.
- The objectives undertaken for this effort were:
 - Enforce the requirement for the Council members to hold current memberships
 - Develop the process to develop and deliver an effective membership campaign
 - Restore a relevant membership foundation in the community we represent
 - Develop means to improve outreach to and engagement by our membership.

Comments of Achievement Status

- Almost all directors hold current memberships and renew it at the start of each year. With this AGM, membership is a requirement for election as a Director in accordance with National and Division bylaws
- An outreach last year to previous members resulted in a return of several. A membership Campaign by mail conducted in March 2019 increased that number. Most registrations were accompanied by donations – a traditional expectation with NLC members.
- The table below indicates a positive trend with this restart.

	2017		2018		2019 (to date)	
Members (Paying dues)	13	\$130 <i>(5 members by EFT)</i>	24	\$240	28	\$280
Member Donations	8	\$1715 <i>(\$45 Monthly by EFTs ended in Jan 2017)</i>	18	\$2390	22	\$2700
Total Individual Donations	11	\$2950 <i>(includes 2 LT Mbrs)</i>	21	\$2820 <i>(includes 2 LT Mbrs)</i>	27	\$3420 <i>(includes 2 LT Mbrs)</i>

- A Branch Website that operates in conjunction with the Corps' websites has been started to stay in touch with members and keep all informed of Branch issues and activities. It is at present underutilized and needs attention.

Recommendations for 2019-2020 Objectives

- Continue the processes started and maintain the momentum achieved last year. In particular:
 - Incorporate more deliberate encouragement of membership in the welcome day gathering at the start of training in the fall
 - Increase membership to 120 paying members (bold target, but not impossible)
 - Improve the Branch website - content, appearance and establish regular updating

SIGNIFICANT EVENTS OR ACHIEVEMENTS OF THE PORTFOLIO

- A list of about 60 previous members assessed as likely to return from 2015 as a baseline was completed in May 2018 and updated to the extent possible. A letter from the President was sent to them in June. This outreach was by email as it was late in the year, the mailing addresses were dated, and the level of response was uncertain for the expense that would be incurred.
- A letter was prepared for a 2019 membership drive campaign. A small team of board members gathered in late March to stuff/seal/stamp the envelopes in a mail campaign this year.
- Many of the members returning noted the cessation of the mail as a reason for not renewing annually and were pleased to see that contact return.

ISSUES AND CONCERNS

- The Branch needs a designated Membership Director to again take over the portfolio and build on the momentum regained.
- The membership foundation has an aging demographic that, while effective in terms of community engagement and support, will deteriorate with time unless younger demographic gets involved. A broad membership will also strengthen Branch governance.
- Improvements are needed to member outreach, within the Branch website and in addition to it.

RECOMMENDATIONS

- **Appoint a member to this portfolio immediately!**
- Encourage membership by parents as a specific element in the start of training night for each corps. A focus should be placed on parents of NL cadets who may be with us the longest and will see the full value of the program to the cadet youth movement offered by the NLC
- Consider holding one Special General Membership (SGM), perhaps in place of a council meeting, in the middle of the training year, in addition to the AGM at the end of the year.
- Consider a return to the use of EFTs, or some equivalent form of automated membership & donation payment

SUMMARY

- Membership is being rejuvenated and, in addition to restoring the connection of the broader community to the Youth Program, has been important to maintaining our individual donation level.

Respectfully,
Gerry Powell