



**Membership Annual Report
2019-2020**

MEMBERSHIP DIRECTOR: VACANT
Report prepared by Gerry Powell

PORTFOLIO OBJECTIVES 2019-2020

The objectives undertaken for this effort starting in 2019 were to:

- 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 on Results / Achievement Status

- All directors hold current memberships and renew it at the start of each year. Membership is a requirement for election as a Director in accordance with National and Division bylaws.
- Membership Campaign letters (Renewals and Recruiting) were mailed out on 22 Feb. We are at last back into the Jan/Feb renewal timeframe desired.
- Most registrations were accompanied by donations – a traditional expectation with NLC members, and an increasingly important revenue source. The table below shows the relationship between member and non-member contributions.

| | 2017 | | 2018 | | 2019 | | 2020 (to date) | |
|------------------------------|------|---|------|---------------------------------------|------|---------------------------------------|----------------|--------------------------------------|
| Memberships (Paying dues) | 13 | \$130 <i>(5 members by EFT)</i> | 24 | \$240 | 32 | \$320 | 27 | 270 |
| Member Donations | 8 | \$1715 <i>(\$45 Monthly by EFTs ended in Jan 2017)</i> | 18 | \$2390 | 26 | 2920 | 17 | \$2285 |
| Total Individual Donations | 11 | \$2950 <i>(includes 2 LT Mbrs)</i> | 21 | \$2820 <i>(includes 2 LT Mbrs)</i> | 32 | \$3740 <i>(includes 2 LT Mbrs)</i> | 28 | \$2335 <i>(includes 1 LT Mbr)</i> |

- At present, we have 27 Regular members. That is in addition to 11 Lifetime members and four of our Associate members who are very active with the Council. That places us at about the same strength as this time last year (1 or 2 more).
- A Branch outreach effort on the FALKLAND registration nights was not effective, so a program for Meet & Greet social events was created with good success (see below).
- The Branch Website operates in conjunction with the separate Corps websites for Cadets. It has been restructured to make it more effective and current, but is a challenge for one person to keep it up-to-date. Many thanks to the Communications Director for taking on that goal.

Recommendations for 2020-2021 Objectives

- Continue the processes started and maintain the momentum achieved last year. In particular:
 - Develop a more effective Branch welcome element at the Corps registration nights.
 - Increase membership. Next target should be for 50 members. A bold target, but not impossible – we have a long way to go to restore our 2013 numbers (105).
 - Hold a Meet & Greet social event – at least one in the Fall. Next one should be optimized for KINGSMILL participation
 - Send President’s updates to members in Fall and Spring

SIGNIFICANT EVENTS OR ACHIEVEMENTS OF THE PORTFOLIO

- A Council Meet and Greet Social event was held in March and well received. In addition to helping many better understand the role and work of the NLC and Branch, it encouraged several new members to join as well.
- A update letter to our members from the President was sent by email in Mid May. As well, in addition to postings on social media, the ACR and Change of Command videos were shared with the members directly. This is with the intention to improve our outreach to our members.
- The new Community Engagement Chair has included Membership outreach in her TORs. Thank you!

ISSUES AND CONCERNS

- The Branch needs a designated Membership Director to continue the recruitment and outreach efforts. The Branch needs to provide better engagement with them as our foundation in the community in addition to the parents & guardians of our cadets.
- As noted in previous years, the membership has an aging demographic and needs younger members to get involved. The COVID-19 crisis has required many innovations, not the least of which is greater use of modern IT and social media. This is a positive trend that should be used to full advantage as we move forward.

RECOMMENDATIONS

- 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. Modernized IT in common use today is under consideration at Division, which may clear previous concerns for regulatory obstacles.

SUMMARY

- Membership remained stable this year, but numerous improvements now in progress to better recruit, inform, and engage our members will continue, allowing for membership growth. A strong connection with the broader community will be critical to our success in the new year as we move out of the COVID restrictions and deal with the new normal that will result.

Respectfully,
Gerry Powell