

ERA Membership Retention Proposal

12/16/2016

Enclosed is a proposal from Mike/Michele Schroeder to help remedy current membership losses, increase new membership and provide accurate reports to the board on a monthly basis.

1. Eliminate the membership director's position. Membership reports will be generated from the office membership files and Quickbooks and be sent to the board monthly. Mike can make a verbal report similar to the treasurer's report now presented and answer any questions by board members.
2. Michele will only call all members that are 90 days and more delinquent. An Excel file will be kept and shared with the board containing all members expiration date, date called, and response to the call i.e.; out of business, deceased or other reason for not renewing.
3. Michele will also call each Website Guest member after their guest membership expires (30days).
4. Reports will include charts or graphs reflecting various membership trends.
5. Michele will received compensation of 50% of the delinquent dues collected. A report will be generated quarterly and compensation made to her quarterly.
6. This proposal would be effective January 1, 2017 and would continue for one year to review the results and determine if the program should continue.
7. The Non-Renewals for 2015 were 59 members. New memberships were also 59. The Non-Renewals for 2016 are 65. New memberships 39. The Guest memberships for the last 2 years are 10 in 2015 & 9 in 2016 that did not convert to regular members.