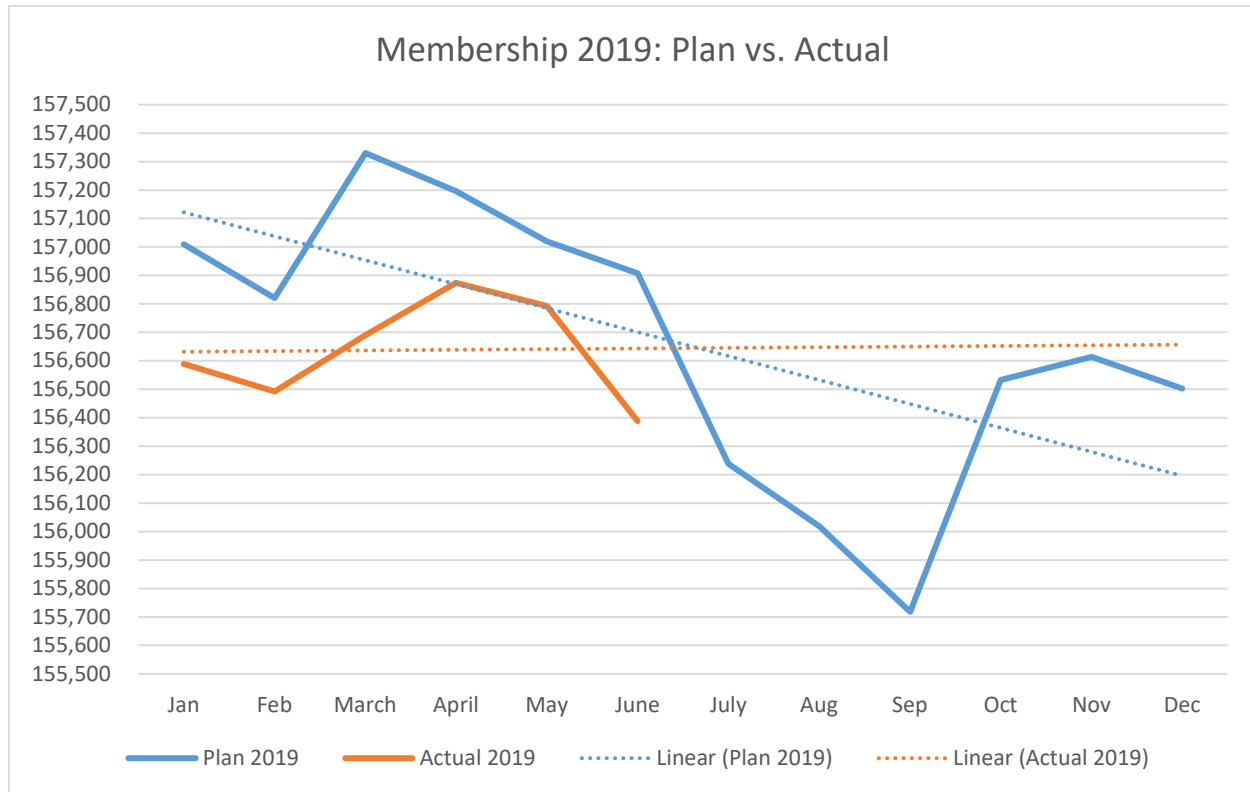


Date: July 2, 2019  
 From: Diane Petrilli

This document comprises a midyear summary of statistical data, accomplishments and challenges for the Membership Manager.

## 1. Membership Stats



June ended with 156,388 members, putting us 519 members behind year-to-date goal. This year has been a struggle and we have been consistently below forecast, in contrast to the past three years where we had been consistently above forecast. I typically do not start to use e-mail as a primary campaign until the summer months (June-August, when we do not send mail) but have had to start this approach in April to come close to goal. I also notice that the number of solicitations sent to new hams is down 16.3% from 2018 (January – June 30). This is likely affecting our acquisition.

## 2. Affinity Benefits

ARRL has been informed by U.S. Bank, the institution that has been the ARRL's partner in offering the ARRL VISA credit card, that as of June 30, it will no longer offer the ARRL VISA credit card and that, as of that date, ARRL will no longer receive any payments based on purchases made with that card. Total payments from the program are \$14,550 (Jan-May).

In May, ARRL received a first quarter donation from AmazonSmile of \$1,780. Jackie Ferreira

regularly promotes the AmazonSmile program. With every purchase made at AmazonSmile, even for ordinary household goods, Amazon makes a contribution to ARRL. We have earned nearly \$32K from Amazon since enrolling in the program in 2014.

**3. Professional Development**

I attended the Membership, Marketing and Communications Conference sponsored annually by American Society of Association Executives.

**4. Hamfests**

I supported the ARRL exhibit and collected memberships at Dayton and SeaPac

**5. New Ham Mailings**

I updated the design of the new ham mailings and switched the format of the first mailing from a large booklet envelope to a #10 envelope. Several tests have shown that the size of the envelope, in this case, does not affect the response rate but will allow us to recognize significant cost savings in postage by switching to the smaller envelope. The postage savings will just about offset the loss of revenue from sales to advertisers in the Quick Start Guide.

**6. Mintz + Hoke**

I continue to participate in meetings with M+H to shape the development of the Lifelong Learning module. I recently met with Tim Drugan about preliminary marketing efforts to promote the LLL benefit. I pull lists when requested and recently sent a survey on behalf of M+H to help them gather feedback on content categories and titles for the LLL module.

**7. Hamvention App Follow-Up Campaign**

A plan to follow up with Hamvention Apps users has been completed. It included three main components:

- A survey to assess satisfaction and identify future App improvements.
- A generous \$20 off publication offer as a thank you.
- A membership solicitation to non-member users of the App.

A small handful of new members were acquired through the membership solicitations.

**8. Dues Categories Consolidation**

Early in the year I met with a small group of staff to consolidate some of the dues categories in light of implementing the new AMS and improving value to members. Some suggestions that were agreed upon were combining the international rates, offering a new magazine for new ham members, rebranding the youth membership as a student membership and offering a digital-only discount for those who opt out of receiving a hard-copy magazine.

## 9. Campaign Refinement

I continue to test messages, incentives, methods and designs in an effort to further hone direct mail and e-mail appeals. I recently tested an offer for 3 free months of membership.

## 10. AMS

After watching demos from various AMS vendors, a small group of staff, including myself, selected Personify 360 as the platform for the new AMS.

## Challenges

My primary challenges continue to be:

1. The slow start in implementing the new AMS and the cuts to the budget that will likely delay some of the new tools and functionality we were hoping to originally have.
2. The delay in offering new resources for new hams (LLL and a new publication).
3. The difficulty we are having attracting new hams and the retention rate of this group (weak value proposition).