

ROCC Committee Report

Committee: Membership Committee

Date: December 8,2021

Background (bullet points):

- 2021 Member Statistics
 - 62 Family Memberships
 - 34 Individual Memberships
 - 17 Friends Level Family Memberships (\$100 or more)
 - 14 Friends Level Individual Memberships (\$100 or more)
 - 2 Business or Organization Memberships (\$100 or more)
- A total of 129 memberships representing 208 Individuals

Issues (bullet points):

- The total number of individuals has dropped slightly on a year over year basis.
 - 2021 – 208 Individuals
 - 2020 – 216 Individuals
 - 2019 – 226 Individuals
 - 2018 – 247 Individuals (ROCC took over managing membership in 2018)
 - 2017 – 130 Individuals
- 2021 revenue from memberships is up from 2020 even though the number of members is down. Mainly due to more Friends level of memberships.
- The Spaghetti Dinner is a good source of new members and we haven't been able to hold one for the last 2 years due to Covid-19.

Planned Action Items (bullet points):

- 2022 dues mailing is planned to go out shortly with two different letters
 - Regular renewal letter to the 2021 members
 - "We want you back" letter to past members that didn't renew in 2021
- Follow-up letter in February for 2021 members who have not renewed

Possible Action Options (bullet points):

- Reducing the recommended dues. It remains to be seen if our demographic would be swayed much by a few dollars less. However, on the other hand, ROCC is strong financially and a reduction would not significantly impact our financial position.
- Improve communication of ROCC's mission and accomplishments, i.e. "Why should I join ROCC?"
- Restart the Spaghetti Dinner when safe to do so.

Recommended Action (in the form of a motion if necessary):

None at this time.