Membership Secretary's Report – Board Meeting 09/10/19

Direct debits

We have finally made it happen! We can now take direct debit payment for new members and renewals. Francis kindly amended the on line form to include the option, and the "Join us" page of the website and the Membership FAQs have been updated. Currently it's a bit manual but will be incorporated into the new system. Then it will work similarly to PayPal for new members in that they will be directed to the mandate and once filled in, the membership record will be activated automatically and marked to show the payment method. We have had around 25 new members opt for this so far – not a majority but maybe new joiners aren't always sure they will want to stay a member.

The first main target was to encourage Standing Order payers to switch – so far (from just one e-mail sent out) around 40% who we could contact have done so, and hopefully more will be prompted when we send out the renewal notices.

A small news item on the website and a helpful tweet has also resulted in around 35 sign ups from other existing members. We will be promoting it with the renewal mailings so I am expecting a lot more take up. Several members have commented positively on this new option. For the members it avoids the possibility of their membership expiring because they forget to renew, and also it's handy for paying additional household memberships part way through the year. For Audax UK the fees are significantly lower than with PayPal.

Membership numbers and enrolment

Current membership stands at 8370, the highest number of members we have ever had – ie it has now surpassed the number we reached by Dec 31st 2018. Enrolment of new members was very strong in September after the "get the rest of this year and all of next year" deal started. We also continue to get some returners whose membership has lapsed for one or more years.

We have started some promotional work with small membership flyers which can be put into non-members' brevet cards returned at the end of rides or later via the post. Many organisers have been enthusiastic about this and offered their help. Currently the flyer contains a small "offer" (pay by direct debit, get your £3 non-member supplement deducted from the joining fee) which means those taking it up have to contact me, so I can review the effectiveness.

New membership system

The project has now commenced with a meeting at IIP's office to agree the programme, discuss and clarify testing, and confirm understanding of the requirements.

Mass e-mailing

We have been trialling a new mass e-mailing method utilising Amazon Web Services. This has a big cost advantage over Mailchimp and produces a professional looking output with logo and company footer. The intention is to use it for the renewals mailings in November, and then again for a reminder. The latter was done manually with the standard email tool and mail limits last year, so it should be more efficient this year.

Renewals

These started on 02/10/19 (a date hard coded in the system). Already we have around 30 renewals paid. There is now also a message on the renewals page/form to let members know that the direct debit option is also available.

Accounts

Membership Subscriptions by Month

	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15
1:September	8,383.00	4,877.00	4,291.00	2,214.00	2,761.00	2,206.00
2:October	1,097.00	5,394.00	5,461.00	4,076.00	3,619.00	3,211.00
3:November		29,417.00	24,488.00	28,977.00	20,512.90	15,786.00
4:December		32,497.00	21,166.00	17,720.00	14,298.00	17,072.00
5:January		20,122.00	19,127.00	17,790.00	22,252.01	21,687.00
6:February		4,448.00	5,283.00	3,147.00	3,627.00	4,389.00
7:March		3,700.00	4,464.00	3,341.00	3,256.00	3,170.00
8:April		3,021.00	2,851.00	2,454.00	2,688.00	2,204.00
9:May		2,951.00	2,785.00	1,770.00	1,986.00	2,185.00
10:June		2,222.00	1,972.00	1,476.00	1,603.00	1,611.00
11:July		2,771.00	3,479.00	1,912.00	1,819.00	1,541.00
12:August		2,945.00	4,403.00	4,381.00	2,092.00	2,036.00
TOTAL to September	8,383.00	4,877.00	4,291.00	2,214.00	2,761.00	2,206.00
12 MONTH TOTAL	9,480.00	114,365.00	99,770.00	89,258.00	80,513.91	77,098.00

LEL entry list

An excel spreadsheet showing membership numbers (but no names) eligible for a guaranteed LEL place has been published on the website. This seems to be reducing the number of queries received on this topic and it's easier to direct members to it than have to personally break the bad news that they are not eligible!

Caroline Fenton

07/10/19