

Membership

Continuing Membership Growth Through Sharing Best Practices



Strong membership growth in 2018

GBA Associations Membership Numbers Full Members (as at Dec 31)				
Year	1995	2009	2017	2018
	2,850	3,179	2,804	2,879
Increase from Dec 31 2017:			2.7%	75
Other Membership Categories:			322	353
Increase from Dec 31 2017:			9.6%	31

12 of 17 Associations Reported Growth in 2018

Special recognition to: # % Inc.

By %:

- | | | |
|-------------------|----|------------|
| • Blackstone Lake | 18 | 60% |
| • Key River Area | 11 | 28% |
| • West Carling | 26 | 22% |

& By #:

- | | | |
|-----------------|-----------|-----|
| • Honey Harbour | 32 | 12% |
|-----------------|-----------|-----|

Excellent effort all round 😊 ... Thank you

2018 Membership Committee Activities

- The May 2018 semi-annual conference call had limited attendance.
- As result, a survey of committee members was completed to gain insight on the value of this committee and how to improve it.
- At the same time, continued participation of individual members was confirmed and where appropriate replacement association representatives were found.

2018 Membership Committee Survey Results

- The survey did find substantial common interest in continuing with this committee and we now have representation from each Association
- At the same time, there was a general sense that the semi-annual calls were less than effective and that more focus on one specific topic at a time and more sharing via email would be better received.

Membership Committee – Current Priorities

The initial topics prioritized by the survey were:

1. Best approaches to contact and solicit non-members
2. "Value proposition" core elements & best materials used for new members solicitation
3. Retention and contact of "lapsed members"
4. Engaging the generations – Best practices for multi-generational membership/participation

Association input on #'s 1 & 2 have been collected and are currently being summarized for distribution.

Membership Committee – Going Forward

- Complete the gathering of input and “Best Practices” on these topics and communicate the results
- Continue to solicit additional topics, individual members or associations would like shared or reviewed
- Continue to test the effectiveness of this committee and test alternate approaches.
- Hold one annual conference call in the fall to plot future direction.

Membership Committee - In Conclusion

- So sorry, I had a prior commitment and could not join this meeting today.
- If you have any questions, input, thoughts or suggestions, please feel free to email them to me at ... johncmaynard1@gmail.com

Sincerely John Maynard