

Membership Report
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Data compiled by Doris Steppe, Membership Systems Director

NOW Membership as of March 1, 2016:

NOW membership has grown in the past few years, with annual membership numbers as follows:

Annual average membership count		
2013	2014	2015
54,302	58,243	63,348

As of the end of February 2016, the average membership count is 63,212.

For 2016, our membership acquisition program calls for a net investment of approximately \$187,500, only slightly higher than the 2015 investment. With a modest level of investment in bringing in new members, we anticipate our membership numbers will hold steady, or have slight growth, through 2016.

Our direct marketing firm, Mal Warwick Associates, is working with us to analyze and improve our member retention numbers. To that end, we have increased our cultivation efforts, surveying our members periodically to learn their priorities, and improving the way we acknowledge and thank members for their support.

As of March 1, 2016 NOW had **1,126** lifetime members.

Membership Recruitment:

The Membership department has been tracking data to ascertain the breakdown of membership recruitment via the National Action Center's direct mail campaigns and through chapters' and state organizations' direct recruitment. The following chart shows the cumulative breakdown for the last three, complete financial years (36 months from January 2013 through December 2015):

	Number of members	Total Revenue	Average Membership Gift
Chapter Joins	1,730	\$ 48,102	\$ 15
National Joins	33,873	\$ 1,573,409	\$ 32
Unknown Joins	3,653	\$ 331,253	\$ 55

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Please note that these numbers only show new members, renewing members are not included in this count because National processes most, if not, all renewals.

Of the new members acquired over this three year period, chapter and state organizations' joins account for only 4.4% of the new members that joined NOW. National acquired 86.3% of all new members, and 9.3% of new members joined through the website or via sending in a check to the NOW office. For those 9.3% of "unknown joins" it's unclear if these members were solicited by local chapters or state organizations, or if their membership to NOW is a result of sustained media appearances and interest in the organization.

The membership department is researching how to better track these unknown joins to determine how these new members are joining NOW.