

**Membership Report**  
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Data compiled by Janice Kraus

**NOW Membership as of March 1, 2021:**

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

<b>Annual average membership count</b>				
<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
66,918	94,171	99,624	89,229	84,014

As of the end of February 2021, the average membership count is 78,314.

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 4, 2021, NOW had **1,536** 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 2018 through December 2020):

	<b>Number of members</b>	<b>Total Revenue</b>	<b>Average Membership Gift</b>
<b>Chapter Joins</b>	2,262	\$ 331,96	\$ 15
<b>National Joins</b>	58,516	\$ 1,421,609	\$ 24
<b>Unknown Joins</b>	4,904	\$ 177,715	\$ 36

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.

For 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.