

Membership Report

Data compiled by Janice Kraus

As of the end of August 2021, the average membership count is **72,354**. This shows a decline compared to the previous year. Our management team recognized this decline maybe as a result of the outdated und database which was fully managed by GSC. 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 September 1, 2021, NOW has **1,571** lifetime members.

NOW Membership as of September 1, 2021:

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

Membership Database Update

- We are currently making donation entries into the EveryAction Database as of November 22nd,2021.
- All donations that were recorded on a template has been bulk uploaded int EA.
- Membership have been meeting with our online manager and the EA team to better understand the migration process and how it will positively affect our department.
- Current membership report or information will be accessed after the completion of the migration in December 2021.
- Membership has been meeting with the Finance team weekly to discuss any shortcomings that may have affected our database and accounting reconciliation.
- All data request to be removed from our mailing list from September through November has been submitted to our Mal Warwick Associates.