

Report of the Membership Committee

For some time discussions took place among the leadership of E-USA about the membership term. It was a concern that many who were thinking of joining would see that the membership term followed the calendar year and would put off joining until January. During 2008 it was decided that the membership term should continue for 12 months after joining. Despite this change, a membership drive still takes place at the end of the calendar year to facilitate joining UEA and ordering magazines.

This membership drive sends invitations to those who have purchased books from the book service and those who have requested information, as well as renewal letters to current members.

In October of 2008, I collaborated (by email and Skype) with the director of the CO to revise and update the letters to people in these categories, focusing first on the achievements of E-USA and later on the benefits to the member. This letter was sent out via bulk mail to 750 members in early November.

In February 2009 an email reminder complete with a clickable link to the retbutiko was sent to those who had still not rejoined.

A new system of notifications and reminders (email and postal) is now being put into place for those who choose to wait until their memberships expire in mid-year.

The membership count as of the end of 2008 was 680. (The April membership count was 564.)

Because most memberships still end at calendar year-end, there will continue to be a large drop in membership in the first quarter, until people get around to re-joining. As the membership periods are spread more evenly throughout the year, this drop will become smaller.

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