

2024 Annual Report

VP, Membership

Suzanne Henderson Emerson

Current Membership

- There are currently 817 active members of the Clan Henderson Society.
- 30% of our members live in the South East region.

New Members

- 96 new members joined between September 2023 and August 2024.
- The South East region continues to excel at recruiting new members (38), with honorable mention for the Mid East region (13).
- This year most membership applications have been submitted electronically through our website. This is a change from last year, when more paper applications were received.

Members Moving from Active to Passive

- 46% of members who went passive in the last year were only members for one year.

Membership Over Time

- Membership has slowly declined over the last 5 years. The CHS current membership is approximately the same as it was in 2012.
- Membership by Region over 2-year Time: South East has kept nearly even, and South Pacific has gained membership. But Central, Great Lakes, North East, and North Pacific have lost 30-40% of those regions' membership.

Auto-Renewing Membership Option

- Went live 12/31/2023
- 185 Auto-Renewing Memberships currently
- 15 members cancelled their auto-renewing subscription, often commenting that they had not intended to set up an automated subscription.
- The first set of automated renewals will start 12/31.
- Some members who set up auto-renewals might not realize they did so.

New Renewal Postcard Design

- Hoping the QR code to renewal web page will encourage online renewal

Opportunities and Challenges

- Continued declining membership overall
- Automated renewal
 - o May increase retention of first-year members
 - o May irritate members who didn't realize they were signing up for it
- Trifold needs redesign
- Might be useful to add "How Did You Hear About Us?" to membership application
- Unautomated Membership Database: The unautomated process of preparing the monthly renewal notifications is time-consuming. Dream: Program excel