ATOS ANNUAL COMMITTEE/OFFICER ACTIVITY REPORT FORM (2014)

Name of Activity: Membership Secretary

Committee Chair/Officer Name: Donna Parker

Date of Report: June 13, 2014

1. **Actions completed since the 2013 Annual Meeting: (Please bullet actions completed.)**

- **Implemented main part of the new Membership Database System with Mike Bryant.**
- **Implemented new deposit reporting with Greg Bellamy and Mike Hutcherson.**
- **Changed credit card payments to online (website) only; checks to bank lockbox.**
- **Brought donation records into each member's individual record for easier tracking/reporting.**
- **Automated function and sent Donation Thank You Letters to donating members.**
- **Sent the "We've Missed You" letter to expired members with very good response.**
- **Sent election mailing list to printer; monitored project progress.**
- **Sent journal mailing lists to JPA for each issue of *Theatre Organ*.**
- **Updated mailing records after each journal mailing.**
- **Completed reports and paid ASCAP fees for all reported concerts from chapters.**
- **Automated e-mail updating/purging in Membership Database System for E-Mail Blasts.**
- **Provided chapter lists and membership information as requested by chapters.**
- **Reworked renewal sheet included in the journal.**
- **Reworked and printed the new ATOS brochure.**
- **General communications with members via phone, online and letters.**
- **All communications sent to ATOS website general questions/information.**
- **Sent brochures at website request to inquiries.**
- **Managed paperwork/correspondence for matching grants from members.**

2. **Actions begun but incomplete since the 2013 Annual Meeting: (Please bullet actions begun.)**

- **Automate welcome letter to new members.**
- **Automate a reminder postcard to expired members.**
- **Automate ability for members to update their information online at the website.**

3. **Goals to be reached by the 2015 Annual Meeting: (Please bullet goals.)**

- **Continue to fine tune the Membership Database System functions.**
- **Automate welcome letter to new members.**
- **Automate a reminder postcard to expired members.**
- **Automate ability for members to update their information online at the website.**

4. **Amount budgeted for your committee: $32,700.00**

Amount expended by your committee: $31,960.78

5. Comments:

Implementing the new Membership Database System has been very time intensive, but will serve ATOS extremely well into the future. Mike Bryant has been invaluable in this process, as well as assisting with computer issues along the way. Overall, it has given us the ability to bring all transactions and communications with each member into their individual membership record. This is much more efficient, versus having to look at several separate spreadsheets for information.

An excessive amount of time was spent with the non-delivery of the Jan/Feb journal to many members. This was due to the severe storms the U.S. experienced this winter, and periodicals went to the bottom of the delivery priority list, according to the USPS. Many copies were simply were not delivered to our members, so replacement copies, correspondence and phone calls were all part of ATOS serving our membership. All were very appreciative.

At the writing of this report, we have 2,422 members, and that figure changes daily. We have had many members rejoin after receiving the "we've missed you letter," so this was a very successful decision. New members are joining regularly (23 new members from March 16 through May 15), and the Central Indiana Chapter has done a stellar job of recruiting their past members--as well as new ones--to join with the convention held there next month.

I suggest implementing a membership drive this fall as we have done in the past. This was very successful in getting people to try membership in ATOS at a 50% reduction in dues (new members only), and the renewal rate was very high the following year for these members at the normal dues rate. It worked, so I hope we can do this again.