

## ATOS ANNUAL COMMITTEE/OFFICER ACTIVITY REPORT FORM (2010)

Name of Activity: Membership Committee  
Committee Chair/Officer Name: John Apple

Date of Report: June 2010

### 1. Actions completed since the 2009 Annual Meeting:

- 7/20/2009: A report of 10 new ATOS memberships was received from the approximately 330 letters sent to non-ATOS members from 5 ATOS chapters (0 from Garden State, one each from Manasota, Motor City, Orange County; 7 from Atlanta).

### 2. Actions begun but incomplete since the 2009 Annual Meeting:

- Decision on continuance of letters to non-ATOS chapter members
- Distribution of ATOS and chapter brochures at public programs at 2010 ATOS convention
- Projected meeting during 2010 Convention with artists in order to enlist their suggestions/assistance

### 3. Goals to be reached by the 2010 Annual Meeting:

- Discussion/decision on uncompleted actions and comments

4. Amount budgeted for your committee: \$500.00

Amount expended by your committee: \$320.32

### 5. Comments:

- From May 2009 to May 2010, ATOS membership declined 5.8%, from 3529 to 3336 (see Executive Secretary's Report that includes similar figures for the past 3 years)
- Suggestions from John McCall, committee member:  
I suggest a letter to all artists listed on our web pages (for a start) to encourage them to realize that with just a few small tasks, we can broaden our horizon to the public and our membership:
  1. Printed programs should carry the [www.atos.org](http://www.atos.org) website. If there is no printed program, the website should be announced.
  2. CD jackets should feature the same.
  3. Artists should always do a brief mention of ATOS and direct audience members to a pre-selected person at the concert who can give them further information on membership.
  4. Artists need to stress that we are NOT a professional association of musicians.
  5. ATOS flyers should be made available at concerts (this is really a chapter responsibility, but artists could certainly help here by loading a few when they pack their CD's to sell!)
  6. When appropriate and convenient to the artist, young people in the audience should be encouraged to come inspect the console more closely and, if time permits, perhaps "try it out".
  7. Other theatre organ events in the area should be announced or be printed on hand-outs.
- Suggestions from Mike Bryant:
  1. Example of offering a discount to members for sponsoring a new member: the Mercedes Benz Club of America. If I bring in a new member to MBCA, my membership is extended by one month for each member I bring in, up to twelve members/months per year. Theoretically, if

I recruited enough new members, I could avoid paying dues myself for quite some time. In order to qualify, the new member's application must have my name and membership number on it as a sponsor.

2. Membership retention: the Aircraft Owners' and Pilots Association, as an auto-renewal program which is optional, but popular. My credit card is on file and is charged automatically when my renewal date comes around (I'm notified well ahead of time through an automated e-mail, so I can change my mind if I wish). The benefit to me is that I receive a \$2 discount, which is about 5%; the benefit to AOPA is that first, it reduces administrative costs (they say fairly significantly), and second, the retention rate among auto-renewal members is quite a bit higher than among those who do not participate in the program.

- Other membership promotions:
  1. Special gift CD, possibly compiled from ATOS conventions and/or artists
  2. Complimentary issue(s) of past and/or present TO journal
  3. Discounted membership fee for first year, donor(s) possibly covering discount
- Thanks to Tom Garver and John McCall (committee members), ATOS members, Jim Merry, Ken Double for their advice and work.