

ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM (2015)

Name of Activity: **Membership Secretary**

Committee Chair/Officer Name: **Donna Parker**

Date of Report: **February 6, 2015**

1. Actions completed since the 2014 Annual Meeting:

- **Completed first year using the new Membership Database System.**
- **Changed credit card payments to online (website) only; checks go to bank lockbox.**
- **Processed all ATOS memberships from the bank lockbox.**
- **Created and sent daily lockbox reports to Mike Hutcherson and Norma Smith.**
- **Processed all ATOS memberships from the website.**
- **Created and sent daily website reports to Mike Hutcherson and Norma Smith.**
- **Implemented Annual Fund Drive record keeping and reporting in database.**
- **Provided Annual Fund Drive report totals when requested.**
- **Sent Annual Fund Drive 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 each quarter.**
- **Managed e-mail updating/purging in Membership Database System for E-Mail Blasts.**
- **Provided chapter lists and membership information as requested by chapters.**
- **Updated renewal sheet included in the journal.**
- **General membership communications with members via phone, online and letters.**
- **Answer all general questions/information communications sent to ATOS website.**
- **Sent brochures at website request to inquiries.**
- **Managed accounts/correspondence for matching grants from members.**
- **Attend staff meetings and board meetings.**

2. Actions begun but incomplete since the 2014 Annual Meeting:

- **Sending out thank you letters to all donors.**
- **Sending out inquiry letters to donors who have lapsed memberships.**
- **Automate welcome letter to new members.**
- **Automate reminder letters (1 month, 6 months, 1 year) to expired members.**
- **Automate ability for members to update their information online at the website.**
- **Send packs of 50 brochures to chapters.**

3. Goals to be reached by the 2015 Annual Meeting:

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

4. Amount budgeted for your committee: _____

Amount expended by your committee: _____

5. Comments

Implementation of the new Membership Database System continues, and is serving ATOS extremely well. Mike Bryant has been very helpful in adding new functions as needed, or fine tuning the system when we discover a better way to accomplish a task.

Greg Bellamy has been most helpful with online processes that affect membership tasks.

At the writing of this report, we have 2,377 members, and that figure changes daily. New members are joining regularly (104 new members from May 15, 2014 through February 6, 2015). Top chapters are Central Indiana (145), Los Angeles (124), and Eastern Massachusetts (97).

I suggest implementing a membership drive this year 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 well, so I hope we can do this again.