

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

Name of Activity: Membership Secretary

Committee Chair/Officer Name: Donna Parker

Date of Report: June 30, 2015

1. Actions completed since the 2015 Mid Year Meeting:

- Continued work/fine tuning using AMMS, the new membership database system.
- Processed all ATOS memberships from the website and bank lockbox.
- Created and sent daily website and lockbox reports to Mike Hutcherson and Norma Smith.
- Implemented monthly mailings of lapsed member letters to 1, 2 & 4 month lapsed members.
- 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 AMMS for e-mail blasts.
- Provided chapter lists and membership information as requested by chapters.
- Created a drill down screen to track new memberships per quarter.
- 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.
- Sent out thank-you letters to all donors.

2. Actions begun but incomplete since the 2015 Mid Year Meeting:

- Sending out inquiry letters to donors who have lapsed memberships.
- Automate welcome letter to new 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 2016 Mid Year Meeting:

- Continue to fine tune the AMMS 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: \$74,666.64

Amount expended by your committee: \$69,764.62

5. Comments

AMMS continues to serve 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.

The lapsed member letters are effective and have prompted a good number of members to renew who have either missed their renewal, or are coming back after a lapse of many months. The personal letter and contact creates positive comments from our membership.

At the writing of this report, we have 2,304 members, as opposed to 2,377 at the time of the mid-year meeting, and that figure changes daily. New members are joining regularly (135 new members from July 1, 2014 through June 24, 2015, the identical number as July 1, 2013 through June 30, 2014). Top chapters are Central Indiana (151), Los Angeles (116), and Eastern Massachusetts (92).

I suggest implementing a membership drive this year as we have done in the past. This was very successful when we did it, more than doubling the usual number of new members in the same time period of previous years. People were able 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 has proven to be successful, so I hope we can do this again.