

2010-2011 Membership Numbers

The following table provides a membership comparison for the last four years. There has been a decline of 99 Individual/Associate members (19%) since 2008. MGS must make an effort to reverse this trend. Strategies must be implemented to recruit new members and retain current members.

| Membership Type | 2008 | 2009 | 2010 | 2011 | Income 2011 |
|---------------------------------------|------|------|------|------|--------------|
| 1. Individual | 528 | 487 | 463 | 441 | \$ 17,640.00 |
| 2. Associate (no <i>Generations</i>) | 37 | 32 | 33 | 25 | \$ 500.00 |
| 3. Institutional | 15 | 15 | 14 | 18 | \$ 720.00 |
| 4. Life (no longer available) | 56 | 60 | 64 | 61 | |
| 5. Exchange (other Societies) | 80 | 78 | 77 | 75 | |
| 6. Branches, Libraries | 14 | 15 | 15 | 15 | |
| 7. Heritage Canada | 1 | 1 | 1 | 1 | |
| 9. No mailout of <i>Generations</i> | 26 | 31 | 36 | 29 | |
| Total | 757 | 719 | 703 | 665 | \$ 18,860.00 |

Branches

| | | | | |
|----------------------|-----|-----|-----|-----|
| Beautiful Plains | 27 | 26 | 5 | 30 |
| Dauphin | 14 | 13 | 29 | 6 |
| Southeast & Winnipeg | 135 | 110 | 119 | 114 |
| South West | 80 | 71 | 67 | 60 |
| Swan Valley | 5 | 5 | 6 | 5 |
| Total | 261 | 225 | 226 | 213 |

August 1, 2011 – July 31, 2012

MEMBERSHIP SERVICES

Chair: Janice Butcher, MGS #4419

Committee: Susan Thorpe, MGS #5191

Membership Numbers - the following table provides a membership comparison for the last two years, as of August. The 2012 membership has declined slightly from last year but the branch membership has remained constant.

| <u>Membership Type</u> | <u>2012</u> | <u>2011</u> |
|---------------------------------------|-------------|-------------|
| 1. Individual | 426 | 441 |
| 2. Associate (no <i>Generations</i>) | 26 | 25 |
| 3. Institutional | 20 | 18 |
| 4. Life (no longer available) | 57 | 61 |
| 5. Exchange (other societies) | 72 | 75 |
| 6. Branches, libraries | 15 | 15 |
| 7. Heritage Canada | 1 | 1 |
| 9. No mail out of <i>Generations</i> | <u>31</u> | <u>29</u> |
| Total | 648 | 665 |

Branches

| | | |
|----------------------|----------|----------|
| Dauphin | 8 | 6 |
| Beautiful Plains | 28 | 30 |
| Southeast & Winnipeg | 113 | 114 |
| South West | 59 | 60 |
| Swan Valley | <u>6</u> | <u>5</u> |

Total 214 215

2013-2013

2013-2014

Membership Numbers

The following table provides a membership comparison for the last four years - end of the fiscal year (July 31), except for 2012* (August 31). Note: only the first three membership categories pay fees. The number of individual memberships continues to decline even though we attracted a number of new members. MGS must make a concerted effort to attract more. This year we are taking part in the "Culture Days" program in conjunction with our Open House, Saturday, September 27. Hopefully this will attract some new members.

Branch memberships have also declined this year, although all memberships may not be reported to MGS.

| Membership Type | 2014 | 2013 | 2012* | 2011 |
|---------------------------------------|------------|------------|------------|------------|
| 1. Individual | 337 | 387 | 426 | 441 |
| 2. Associate (no Generations) | 21 | 30 | 26 | 25 |
| 3. Institutional | 18 | 19 | 20 | 18 |
| 4. Life (do not pay annual fees) | 57 | 57 | 57 | 61 |
| 5. Journal exchange (other societies) | 76 | 76 | 72 | 75 |
| 6. MGS Branches, libraries | 15 | 15 | 15 | 15 |
| 7. Heritage Canada | 1 | 1 | 1 | 1 |
| 9. Generations not mailed (some life) | 28 | 28 | 31 | 29 |
| Total | 553 | 613 | 648 | 665 |
| Branches | | | | |
| Dauphin | 2 | 6 | 8 | 6 |
| Beautiful Plains | 25 | 27 | 28 | 30 |
| Southeast & Winnipeg | 91 | 101 | 113 | 114 |
| South West | 55 | 66 | 59 | 60 |
| Swan Valley | 5 | 6 | 6 | 5 |
| Total | 178 | 206 | 214 | 215 |

June 6, 2015

MEMBERSHIP SERVICES

Chair: Susan Thorpe, MGS #5191

Committee Member: Kenda Wood, MGS #3918

This table provides a membership comparison for the past four years - end of the fiscal year 2015 (March 31), 2014, & 2013 (July 31), 2012 (August 31). Note: only the first three membership categories pay fees.

| Membership Type | 2015 | 2014 | 2013 | 2012 |
|---------------------------------------|------|------|------|------|
| 1. Individual | 342 | 337 | 387 | 426 |
| 2. Associate (no Generations) | 22 | 21 | 30 | 26 |
| 3. Institutional | 15 | 18 | 19 | 20 |
| 4. Life (do not pay annual fees) | 57 | 57 | 57 | 57 |
| 5. Journal exchange (other societies) | 58 | 75 | 75 | 73 |
| 6. MGS Branches, libraries | 15 | 15 | 15 | 15 |
| 7. Heritage Canada | 1 | 1 | 1 | 1 |

| | | | | |
|---------------------------------------|-----|-----|-----|-----|
| 9. Generations not mailed (some life) | 46 | 28 | 28 | 31 |
| Total | 556 | 553 | 613 | 648 |
| Branches | | | | |
| Dauphin | 6 | 2 | 6 | 8 |
| Beautiful Plains | 25 | 25 | 27 | 28 |
| Southeast & Winnipeg | 94 | 92 | 101 | 113 |
| South West | 57 | 55 | 66 | 59 |
| Swan Valley | 4 | 5 | 6 | 6 |
| Total | 186 | 178 | 206 | 214 |

We have started to use the membership portion of MANI to process membership renewals. There are still some issues to be resolved and we are working with Gordon McBean to get these resolved. Until then, we are continuing to update the Access database as well as MANI. The goal over the next year is to only use MANI for processing renewals. Reminder letters for expired membership, membership cards, and membership receipts will be sent by e-mail to those with e-mail addresses on file. This will result in reduced mailing costs.

June 4, 2016

MEMBERSHIP SERVICES

Chair: Susan Thorpe, MGS #5191

Committee Member: Kenda Wood, MGS #3918

The following table provides a membership comparison for the past four years - end of the fiscal year 2015 and 2016 (March 30), and 2014 and 2013 (July 31).

Note: only the first three membership categories pay annual fees.

| Membership Type | 2016 | 2015 | 2014 | 2013 |
|---|-------------|-------------|-------------|-------------|
| 1 Individual | 357 | 342 | 337 | 387 |
| 2 Associate (no <i>Generations</i>) | 14 | 22 | 21 | 30 |
| 3 Institutional | 15 | 15 | 18 | 19 |
| 4 Life (do not pay annual fees) | 56 | 57 | 57 | 57 |
| 5 Journal Exchange (other societies) | 56 | 58 | 75 | 75 |
| 6 MGS Branches, Libraries | 15 | 15 | 15 | 15 |
| 7 Heritage Canada | 1 | 1 | 1 | 1 |
| 9 No Mail out (no <i>Generations</i> , letters) | 47 | 46 | 28 | 28 |
| Total | 561 | 556 | 552 | 612 |

Branches (all memberships may not be reported to MGS)**

| | | | | |
|----------------------|-----|-----|-----|-----|
| Dauphin | 8 | 6 | 2 | 6 |
| Beautiful Plains | 17 | 25 | 25 | 27 |
| Southeast & Winnipeg | 90 | 94 | 92 | 101 |
| South West | 53 | 57 | 55 | 66 |
| Swan Valley | 4 | 4 | 5 | 6 |
| Total | 172 | 186 | 179 | 206 |

We are now using the membership portion of MANI to process membership renewals and reports. We are sending a membership receipt/membership card by e-mail to those with e-mail addresses. The process to send out automatic e-mail renewal reminders is not working, which the committee was unaware of until early this year. Gordon McBean is working on solving this issue. Several new members, especially those from out of the province/country, are joining using PayPal. Currently, approximately 47% of the membership is wanting *Generations* e-mailed and the number wanting e-mailed copies continues to increase.

