

Membership Report December 2021 Board Meeting

1. Membership Stats-

Membership continues to grow this month at 1296 and this does not include 10 Rittenhouse and 2101 Co-Op building members as they will be entered in December and reported on in January. There was an increase in Individual and Household members. Southern Land did not renew as a Business Champion, but they are a sponsor. Koresh Dance Theater did not renew as a Business member and Merchant Partner. We will follow up with them. 2 Senior level members moved, 1 upgraded their membership, and the other has yet to renew.

2. 'Why CCRA' -

Please find our latest edition of the 'WHY CCRA' attached below. It can finally be utilized digitally on our website and social media platforms. Feel free to use this whenever you are in communication with a friend, neighbor, or colleague who you feel could be a prospective CCRA member.

3. CCRA Brochure- the membership/communications subcommittee met October 8th with Jen Breslow Mansfield to begin creating a CCRA brochure. Richard Vaughn is developing the text and narratives and then we will focus on the design and layout.

4. Merchant Partner Program (MP)- Richard Vaughn has written clever blurbs that feature a Merchant Partner every week in our e-newsletter. We have almost featured all 21 of them and will loop back again. A lovely framed replica of the MP blurb (attached below) was created and Nan, Maggie and Michele have visited almost every merchant in-person to present this gift. It has been a wonderful way to enhance our relationships and assess how the partnership is working. Maggie will be emailing our questionnaire we created last year to each MP after the holidays and the member survey will be in the January e-newsletters.

***We need more Merchant Partners!** Please keep in mind the stores you frequent and who may be ideal Merchant Partners if you or our membership team ask. Travis and Michele have copies of MP brochures or you can access them digitally on our website.

5. High-Rise Subcommittee- met on November 18th and strategically planned year 2 of this initiative. We presently we have 6 high-rises and are re-negotiating with The Murano. This will be the first year for renewals and Travis has already created a link on the website for easy signups for building members. A communications and marketing plan was discussed. Roughly 10 building prospects were identified and a stewardship plan was created. WPH is the first building renewal and we have begun the communication and marketing plan. This past Monday, Michele emailed all of the high-rise building managers/presidents an educational opportunity specifically for high-rises given by the Community Associations Institute in Philadelphia the end of January. The focus of the session will be the tragic collapse of the Champlain Towers South condominium building in Florida, the emerging public policy response, and strategies on building inspections and maintenance to prevent a similar tragedy.

6. Business Member Program Subcommittee- In November, Rick Speizman took a first pass at analyzing our Business member program. He has structured a revised and improved plan. We will be evaluating and discussing possible opportunities at the December development meeting. After that meeting, a sub committee may be formed to further discuss. Travis and Michele have begun to streamline the Business members website page and update this section.

7 Membership Marketing-

A 'purchase a membership' effort was launched as a gift for the holidays in an email to the Board and to our membership base in recurring e-newsletters. Holiday season volunteer opportunities have also been running weekly in the e-newsletter to our membership base.

8. Stewardship Program- Our next quarter reach outs to welcome new members and check on lapsed members will be in January. Our retention rate has improved and the amount of lapsed members have significantly dropped.

Membership Tracking by Month

Residential Members	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Individual	369	377	383	389	391	396	396	398	401	395	396	
Household	104	112	135	153	154	161	161	171	171	177	187	
Senior	309	299	302	302	304	304	305	302	302	304	300	
Under 35	37	38	44	46	43	43	43	46	48	51	50	
Building	119	172	172	173	187	187	232	232	159	159	159	
Patron	80	82	83	76	78	151	151	152	152	151	151	
Angel	3	4	4	4	4	8	8	8	8	8	8	
Legend	2	2	2	2	2	4	4	4	4	4	4	
Residential Total	1,023	1,086	1,125	1,145	1,163	1,254	1,300	1,313	1,245	1,249	1,255	
Business Members												
Friend	34	32	28	31	30	32	32	30	30	30	29	
Supporter	5	5	5	5	5	5	6	5	5	3	3	
Patron	3	3	4	4	4	4	2	2	2	2	2	
Champion	6	6	7	8	8	8	7	7	8	8	7	
Business Total	48	46	44	48	47	49	47	44	45	43	41	
Total Membership	1,071	1,132	1,169	1,193	1,210	1,303	1,347	1,357	1,290	1,292	1,296	
Merchant Partners	19	20	20	20	20	19	19	21	21	21	20	

Net Month over Month Membership Changes - Gain / (Loss)

Residential Members	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Individual	1	8	6	6	2	5	-	2	3	(6)	1	
Family	6	8	23	18	1	7	-	10	-	6	10	
Senior	(14)	(10)	3	-	2	-	1	(3)	-	2	(4)	
Under 35	1	1	6	2	(3)	-	-	3	2	3	(1)	
Building	66	53	-	1	14	-	45	-	(73)	-	-	
Patron	(2)	2	1	(7)	2	73	-	1	-	(1)	-	
Angel	(1)	1	-	-	-	4	-	-	-	-	-	
Legend	(1)	-	-	-	-	2	-	-	-	-	-	
Residential Total	56	63	39	20	18	91	46	13	(68)	4	6	
Business Members												
Friend	-1	(2)	(4)	3	(1)	2	-	(2)	-	-	(1)	
Supporter	0	-	-	-	-	-	1	(1)	-	(2)	-	
Patron	1	-	1	-	-	-	(2)	-	-	-	-	
Champion	0	-	1	1	-	-	(1)	-	1	-	(1)	
Business Total	0	(2)	(2)	4	(1)	2	(2)	(3)	1	(2)	(2)	