

CR-3f Membership Report, March 2014 Deanie Kennedy

The new automated process has been well accepted by the majority of the clubs. The renewal process continues to improve as everyone gets more familiar with the process. There are a few that still prefer to send by postal service but we most membership chairs have embraced the new process and appreciate how much easier it has made the renewals. The Membership card list was sent to the printer on March 25<sup>th</sup> so that the members should have their new membership cards the first part of April. There are still a lot of members that miss the deadline of January 31<sup>st</sup>. Our membership count compared to last March is up 203 members. We are working on adding another club in New York that will bring our club count is now 65. I hope as an organization we can continue to find new ways to encourage new members to join our local clubs and JCNA.

The clubs that are using the JCNA Pay Pal option have seen a significant increase in the number of new members they receive through the program. Your club can sign up for the program without having a Pay Pal account. All you have to do is opt in and your new members will start rolling in. I handle the rest, send your club their portion of the dues and the members JCNA number. Clubs that are using the Pay Pal option are seeing a significant amount of new members. The Jaguar Land Rover incentive programs that are being offered have also helped to increase our membership. One club has added about 60 new members because of the incentive program. The club has worked closely with the dealership to form a partnership so that the members join the local club. I encourage you to go back to your clubs and talk about activating the Pay Pal option.

I continue to encourage our renewing members to do so by the January 31 deadline each year so that they will receive their new membership cards when the bulk mailing is sent. It also makes your membership chairs job easier if they can process everyone at one time.

If you haven't thanked your membership chairs recently for being your clubs membership chair I urge you to do so. This is a big job and one that often goes unnoticed by the clubs. It is a job that takes a lot of their time and they are just there taking care of your members without anyone really noticing.