

## JCNA Membership Committee

Report to the Board of Directors and the Annual General Meeting  
March 23 - 24, 2007

submitted by Doug Ingram, JCNA Membership Committee Chair

### **SUMMARY OF ACTIVITY**

Recruitment Flyer Program: As approved at the September 2006 Board of Directors Meeting, 40,000 general recruitment flyers have been distributed in partnership with four major parts suppliers (XKs Unlimited, Welsh Enterprises, Coventry West, and SNG Barratt). The flyers were distributed by these suppliers in Jaguar parts shipments, with approximately a 50-50 split between end user/enthusiasts and specialist repair businesses. It was intended that the latter would pass the flyers on to their Jaguar-owning customers. The intent of the flyer was to outline some benefits of JCNA membership, and encourage potential members to contact their local affiliate club. From the outset, it was accepted that tracking the results of this program would be difficult, as it would involve attempting to collect information from all respondents and all of the affiliates. The cost to JCNA was \$1,923.59 (4.8 cents per flyer) for production and shipping. The four suppliers distributed the flyers at no cost to JCNA. Appendix A of this report is a sample flyer (note they were printed on goldenrod color to stand out).

New Affiliate Development: Two potentially viable efforts to form new affiliate clubs are ongoing, and support, direction, and ideas continue to be provided to both. A new club will only be formed through the efforts of one or more enthusiastic and energetic persons, and it should be recognized that a great deal of work is required. The potential clubs are in the York PA and the Mobile AL/Pensacola FL areas. There is, of course, no certainty of success with either of these.

Response to Inquiries: Numerous inquiries have been fielded and acted upon, from existing members needing assistance and from potential members. Some of these required only the provision of simple information while others involved multiple contacts and follow-up.

Review and Analysis of Membership Data: A thorough analysis of the membership numbers during the period from 2000 to 2006 has been completed. The purpose was to identify the clubs that are declining and those that are having success in retaining and recruiting members. Much can be learned from the successful clubs and assistance can be offered to those that are struggling. Approximately half of the JCNA affiliate clubs have lost members in the recent past, and their losses have more than negated the progress made by clubs that have gained members and by the addition of new affiliates. This explains the overall decline in JCNA membership. Appendix B comprises some highlights of this analysis along with the raw data.

Communication to Affiliate Clubs at Renewal Time: In support of annual membership renewal activities, a comprehensive message was sent to all directors and affiliate club officers in late November 2006. Included was an explanation of the Young Enthusiasts membership category, the flyer program, and the suggestion that the renewal process include a first and second notice and a follow-up telephone call where needed. Clubs were encouraged to respond with ideas, suggestions, questions, and to send examples of any membership recruitment materials they use. There were responses from only 13 clubs, a disappointingly low number, but those that were received were productive and positive. Several of these took some of the suggestions to heart and expressed their intention to implement them. Appendix C is the message that was sent.

## **DISCUSSION**

It is clear to me that the success of efforts to increase the membership of JCNA will come largely from what happens within the affiliate clubs. People who like Jaguars, and who further are enthusiastic enough about Jaguars to consider joining a club, do so primarily because of what is available to them locally – the fellowship, the camaraderie, the common interest. There are very few whose primary motivation to get involved is the opportunity to be part of a continent-wide organization. What draws us together is our mutual interest in the marque; what binds us is the friendships we make as a result.

It doesn't matter how deep the love for the cars may be, if the human part of the equation is missing, if a feeling of being welcome and belonging is missing, the membership will be short lived. All clubs need to ask certain questions of themselves. What is the experience of a new member who attends a first meeting or event? Do existing members provide an enthusiastic and warm welcome, or is the newcomer left feeling awkward, or worse, like an outsider? Are first-time Concours competitors encouraged and supported, or are they looked down upon, and left feeling that they and their Jaguars just don't measure up? JCNA President Dennis Eynon promotes the concept of a Family of Jaguar Enthusiasts. What type of family is your club? Is it supportive and working together and a place people want to be, or is it lame, dysfunctional, and fractured? Does your club provide events and activities that meet the wishes of the majority of the members, or are you sticking with what has always been done but few seem to want anymore?

Building and retaining club membership is actually quite simple. Let Jaguar owners know you exist. Ask them to join. Be friendly and welcoming. Hold events the members want to participate in. Ask them to renew. Do this repeatedly and consistently and your membership will grow.

There are two major areas that JCNA can help. First, by building awareness of the existence of the clubs, and secondly by helping the clubs with membership recruitment and retention activities.

## **WHAT'S AHEAD**

The report to the Board Meeting of September 21, 2006 outlined an extensive range of possible areas of activity. I identify the short term priorities as follows:

1. Survey the affiliate clubs to see what membership recruitment and retention activities they engage in and what support they believe is needed from JCNA.
2. Further identify clubs that need assistance with membership, and provide as much support as possible.
3. Identify and implement opportunities for JCNA to publicize and promote JCNA and the affiliate clubs.
4. Continue to support ongoing efforts to form new affiliate clubs.

**APPENDIX A**

If you are a Jaguar Repair Specialist, please pass this flyer on to your customer.



We appreciate your support in promoting enthusiasm for the Jaguar marque!

# **BECOME A MEMBER!**

## **JAGUAR CLUBS OF NORTH AMERICA**

invites you to join the

# **JCNA FAMILY OF JAGUAR ENTHUSIASTS**

as a member of JCNA, you will enjoy:

- making new friends
- attending social events
- driving on local and long distance tours
- taking part in challenging rallies
- testing your ability in spirited slaloms (autocrosses)
- participating in Jaguar car shows and Concours d'Elegance
- attending local, regional, and international events
- sharing your love of Jaguars
- receiving *Jaguar Journal* magazine and your local club newsletter
- taking advantage of our excellent discount programs
- visiting our world class web site *www.jcna.com*
- receiving maintenance and tech tips to help improve your Jaguar
- being part of the camaraderie
- joining in the fun!

## **JCNA IS A CLUB FOR YOU AND YOUR FAMILY**

To locate the affiliate club nearest to you,  
go to [www.jcna.com](http://www.jcna.com) and click on "Club List"

For more information, call the JCNA office at 1-888-258-2524  
or call JCNA President Dennis Eynon directly at 1-480-998-9686



JCNA thanks our gracious premier host, XKs UNLIMITED, for their support of the 2007 Challenge Championship to be held in Indianapolis, Indiana July 31st - August 4th, 2007.

## **APPENDIX B**

### **Membership Data Analysis**

There are currently a total of 62 affiliate clubs within JCNA.

In 2000, there were 52 affiliate clubs that continue that status today.

Of these, 27 had fewer members at the end of 2006 than they did at the end of 2000. Within that group, there were 18 whose membership numbers declined approximately 10% or more:

20	Jaguar Association of Greater St Louis	-79.7
30	Jaguar Club of Tulsa	-77.2
27	The Good Times Jaguar Club of Visalia	-64.5
23	Jaguar Drivers Club of Long Island	-51.4
17	Jaguar Club of New Orleans	-39.4
49	Jaguar Drivers Club Area 51	-34.6
26	Jaguar Touring Club	-33.3
12	Virginia Jaguar Club	-28.8
52	Jaguar Auto Group	-28.6
35	Jaguar Owners Association of the Southwest	-27.9
16	Heart of America Jaguar Club	-25.6
44	Pacific Jaguar Enthusiasts Group	-25.0
34	South Carolina Jaguar Society	-24.7
42	Canadian XK Jaguar Register	-21.8
46	Reno Jaguar Club	-14.9
9	Jaguar Club of Florida	-14.1
29	Jaguar Club of Central Ohio	-13.2
22	Empire Division	-12.5

Looking at more recent data, there were 25 clubs with fewer members at the end of 2006 than they had at the end of 2005. Together these clubs accounted for a loss of 295 JCNA members in just one year! Within that group, there were 12 whose membership numbers declined approximately 10% or more:

55	Music City Jaguar Club	-41.7
23	Jaguar Drivers Club of Long Island	-33.3
60	Inland Empire Jaguar Club	-31.0
20	Jaguar Association of Greater St Louis	-28.0
12	Virginia Jaguar Club	-23.6
34	South Carolina Jaguar Society	-21.8
25	Jaguar Club of Central New York	-21.0
49	Jaguar Drivers Club Area 51	-19.7
37	Jaguar Club of Austin	-14.8
1	Jaguar Club of Southern Arizona	-12.7
44	Pacific Jaguar Enthusiasts Group	-11.8
2	Jaguar Club of Central Arizona	-9.9

Turning to positive news, there were 23 clubs who had more members at the end of 2006 than they did at the end of 2000. Within that group, there were 15 whose membership numbers increased approximately 10% or more:

11	Sun Coast Jaguar Club of Florida	127.3
31	Central Oklahoma Jaguar Association	85.3
14	Jaguar Club of Mexico	50.0
43	Ontario Jaguar Owners Association	48.6
8	Jaguar Club of Southern New England	43.3
1	Jaguar Club of Southern Arizona	38.0
39	Wasatch Mountain Jaguar Register	35.3
40	Nations Capital Jaguar Club	34.6
47	Wisconsin Jaguar Inc	27.4
48	Ottawa Jaguar Club	27.4
10	South Florida Jaguar Club	26.0
24	Jaguar Afficionados of Greater Buffalo	20.4
37	Jaguar Club of Austin	19.0
45	Jaguar Club of Pittsburgh	15.7
19	Jaguar Affiliates Group of Michigan	11.9

Looking again at the recent data, there were 30 clubs with more members at the end of 2006 than they had at the end of 2005. Together these clubs accounted for a gain of 266 JCNA members in that year. (Unfortunately, the good effort of these clubs to build membership was more than negated by the clubs who lost members.) There were 14 clubs whose membership numbers increased approximately 10% or more:

52	Jaguar Auto Group	233.3
58	Jaguar Club of North Texas	57.7
53	Central Coast Jaguar Drivers Club	31.8
14	Jaguar Club of Mexico	30.4
61	Jaguar Car Club of Victoria	29.8
38	Jaguar Club of Houston	20.4
57	North Georgia Jaguar Club	15.3
32	Jaguar Owners Club of Oregon	14.5
56	Smoky Mountain Jaguar Club	13.4
7	Rocky Mountain Jaguar Club	11.6
46	Reno Jaguar Club	11.1
16	Heart of America Jaguar Club	10.3
11	Sun Coast Jaguar Club of Florida	10.3
27	The Good Times Jaguar Club of Visalia	10.0
40	Nations Capital Jaguar Club	9.4

Club #	Club Name	Year End Membership Counts							% Change	% Change
		2000	2001	2002	2003	2004	2005	2006	2000-2006	2005-2006
1	Jaguar Club of Southern Arizona	50	44	55	66	67	79	69	38.0	-12.7
2	Jaguar Club of Central Arizona	100	93	93	110	91	121	109	9.0	-9.9
3	San Diego Jaguar Club	170	161	176	178	178	166	166	-2.4	0.0
4	Jaguar Owners Club of Los Angeles	251	217	242	250	223	236	250	-0.4	5.9
5	Jaguar Associate Group	340	358	376	353	364	358	331	-2.6	-7.5
6	Sacramento Jaguar Club	43	43	34	25	40	37	39	-9.3	5.4
7	Rocky Mountain Jaguar Club	122	111	104	95	124	112	125	2.5	11.6
8	Jaguar Club of Southern New England	90	102	123	112	124	131	129	43.3	-1.5
9	Jaguar Club of Florida	92	98	115	104	79	78	79	-14.1	1.3
10	South Florida Jaguar Club	77	91	116	106	81	102	97	26.0	-4.9
11	Sun Coast Jaguar Club of Florida	33	47	36	53	61	68	75	127.3	10.3
12	Virginia Jaguar Club	59	39	49	37	56	55	42	-28.8	-23.6
13	Illinois Jaguar Club	183	175	173	169	173	158	169	-7.7	7.0
14	Jaguar Club of Mexico	20	16	15	17	24	23	30	50.0	30.4
15	Great Plains Jaguar Owners Association	7	9	9	10	9	7	7	0.0	0.0
16	Heart of America Jaguar Club	86	60	60	63	58	58	64	-25.6	10.3
17	Jaguar Club of New Orleans	33	34	27	24	23	20	20	-39.4	0.0
18	Jaguar Association of New England	285	310	303	327	327	313	289	1.4	-7.7
19	Jaguar Affiliates Group of Michigan	134	154	163	157	155	162	150	11.9	-7.4
20	Jaguar Association of Greater St Louis	443	244	240	251	154	125	90	-79.7	-28.0
21	Carolina Jaguar Club	145	147	130	118	113	126	134	-7.6	6.3
22	Empire Division	32	29	29	31	32	28	28	-12.5	0.0
23	Jaguar Drivers Club of Long Island	111	86	142	115	83	81	54	-51.4	-33.3
24	Jaguar Afficionados of Greater Buffalo	54	65	65	66	69	70	65	20.4	-7.1
25	Jaguar Club of Central New York	71	70	64	73	73	81	64	-9.9	-21.0
26	Jaguar Touring Club	201	183	195	179	158	132	134	-33.3	1.5
27	The Good Times Jaguar Club of Visalia	31	13	14	14	7	10	11	-64.5	10.0
28	Jaguar Club of Ohio	142	130	133	143	142	142	146	2.8	2.8
29	Jaguar Club of Central Ohio	68	68	72	81	51	60	59	-13.2	-1.7
30	Jaguar Club of Tulsa	281	160	129	113	65	67	64	-77.2	-4.5
31	Central Oklahoma Jaguar Association	34	42	39	51	53	61	63	85.3	3.3
32	Jaguar Owners Club of Oregon	131	132	129	138	133	124	142	8.4	14.5
33	Delaware Valley Jaguar Club	193	180	210	202	206	223	208	7.8	-6.7
34	South Carolina Jaguar Society	81	76	79	83	93	78	61	-24.7	-21.8
35	Jaguar Owners Association of the Southwest	129	147	126	86	82	88	93	-27.9	5.7

Club #	Club Name	Year End Membership Counts							% Change	% Change
		2000	2001	2002	2003	2004	2005	2006	2000-2006	2005-2006
36	Jaguar Club of Greater Las Vegas	26	36	30	34	26	24	26	0.0	8.3
37	Jaguar Club of Austin	58	63	55	62	80	81	69	19.0	-14.8
38	Jaguar Club of Houston	105	99	114	105	111	93	112	6.7	20.4
39	Wasatch Mountain Jaguar Register	34	42	33	31	48	47	46	35.3	-2.1
40	Nations Capital Jaguar Club	208	232	234	263	268	256	280	34.6	9.4
41	Jaguar Drivers & Restorers Club of Northwest America	219	234	230	229	232	201	201	-8.2	0.0
42	Canadian XK Jaguar Register	87	72	67	71	62	65	68	-21.8	4.6
43	Ontario Jaguar Owners Association	177	199	167	190	247	257	263	48.6	2.3
44	Pacific Jaguar Enthusiasts Group	20	31	27	23	15	17	15	-25.0	-11.8
45	Jaguar Club of Pittsburgh	102	113	116	117	121	117	118	15.7	0.9
46	Reno Jaguar Club	47	52	41	40	36	36	40	-14.9	11.1
47	Wisconsin Jaguar Inc	111	121	132	142	157	160	147	32.4	-8.1
48	Ottawa Jaguar Club	62	65	60	70	79	76	79	27.4	3.9
49	Jaguar Drivers Club Area 51	81	87	64	66	65	66	53	-34.6	-19.7
50	San Antonio Jaguar Club	46	44	30	41	44	47	47	2.2	0.0
51	Jaguar Association of Greater Indiana	76	87	82	81	68	70	69	-9.2	-1.4
52	Jaguar Auto Group	42	41	33	36	38	9	30	-28.6	233.3
53	Central Coast Jaguar Drivers Club						22	29	n/a	31.8
54	Jaguar Club of North Florida		34	32	47	60	63	59	n/a	-6.3
55	Music City Jaguar Club		26	27	22	25	36	21	n/a	-41.7
56	Smoky Mountain Jaguar Club		45	58	82	90	97	110	n/a	13.4
57	North Georgia Jaguar Club		25	47	69	84	111	128	n/a	15.3
58	Jaguar Club of North Texas			21	37	43	26	41	n/a	57.7
59	Jaguar Club of Greater Cincinnati			42	64	61	56	58	n/a	3.6
60	Inland Empire Jaguar Club				22	32	29	20	n/a	-31.0
61	Jaguar Car Club of Victoria					64	94	122	n/a	29.8
62	North Alabama Jaguar Club							12	n/a	n/a
98	Members at large	493	429	362	270	218	170	170	-65.5	0.0
	Total	6316	6111	6169	6214	6145	6106	6089	-3.6	-0.3



## APPENDIX C

November 2006

Fellow Jaguar Enthusiasts and JCNA Members:

I'm contacting you in my capacity of Chair of the JCNA Membership Committee, and I hope you'll review this message in the spirit of our mutual desire to increase the membership of both JCNA and each and every one of our 62 affiliate clubs.

Membership is a significant issue for the majority of our Jaguar clubs, and it certainly is for JCNA as a whole. I believe that retaining and recruiting members is the single most important challenge for the years ahead. (The current financial difficulties being experienced by JCNA will be solved easily by having more members.) Here are some statistics to support my contention:

1. Overall JCNA membership declined 8.0% from 2000 to 2006, and declined a troubling 4.9% in the past year alone. Membership numbers have declined steadily from 2003 to date.
2. During the period 2000 to 2006, of the 52 affiliate clubs that existed for that entire time, 32 saw their membership numbers decline, while only 20 had their numbers increase or stay the same. (Ten of our clubs did not exist in 2000.)

I have a complete club-by-club analysis on hand. If you are wondering what the membership numbers look like for your club, just ask and I can get that information to you.

In September, I made a complete report to the JCNA Board of Directors on the issue of membership. It includes proposed areas of activity, reports on the initiatives taken thus far, and a complete analysis of recent membership data. If you would like to see this report, let me know.

In the meantime, there are two items I would like to report to you on.

First of all, the JCNA Board of Directors has created a new membership category called "Young Enthusiasts". I'm sure you will agree that we need to attract younger people to ensure we have the numbers, energy, creativity, and vision to carry on into the future. Let's face it, many of us have been involved for a long time, and it's only natural that we'll eventually want to reduce our activity. With new, younger members, our clubs will remain vital and thriving. "Young Enthusiasts" will enjoy all the benefits of full JCNA membership including their own JCNA number, a subscription to Jaguar Journal, and so on. The JCNA dues for "Young Enthusiasts" will be \$15 per year, rather than the standard \$22. We hope that your club will add to this so that these members will enjoy an overall reduction of say, \$15 to their total dues. It may not be a lot, but the significant thing is that we are sending a signal that we want and encourage younger members to join us. "Young Enthusiasts" memberships are available up to and including the calendar year that the individual turns 25 years of age.

(On a related note, you should know that for the purposes of the three JCNA competitive areas, the JCNA Board of Directors has decided that family members can compete under their "family" membership number up to and including the calendar year that they turn 18 years of age. After that, they will need their own JCNA number. They can take advantage of the "Young Enthusiasts" membership.)

Next, we have initiated a partnership with four of the major Jaguar parts suppliers for the distribution of JCNA membership recruitment brochures. The purpose of the program is to direct potential members to their local club and to join the JCNA family of Jaguar enthusiasts. The brochures are being included with Jaguar parts shipments from SNG Barratt, XKs Unlimited, Welsh Jaguar, and Coventry West. We are grateful for the support of these fine companies.

On the brochures, a number of benefits that come from being involved with a Jaguar club are listed. I'm including these below as they may be of use to your club in membership recruitment materials, and we would be pleased if you found any of this of value:

- making new friends
- attending social events
- driving on local and long distance tours
- taking part in challenging rallies
- testing your ability in spirited slaloms
- participating in Jaguar car shows and Concours d'Elegance
- attending local, regional, and international events
- sharing your love of Jaguars
- receiving Jaguar Journal and your local club newsletter
- taking advantage of excellent discount programs
- visiting our website [www.jcna.com](http://www.jcna.com)
- receiving maintenance and tech tips to help improve your Jaguar
- being part of the camaraderie
- joining in the fun!

Perhaps you already have a membership recruitment brochure, card, or similar. If you do, I would be grateful to have a copy, as bringing ideas together can only make us all better. Please send anything you may have to me, either as an email attachment, or by mail (my contact information is at the end of this message).

Lastly, and very appropriate given the time of year, I want to urge careful attention to the retention of your existing members, which along with the recruitment of new members is an important area on which to focus. I'm sure that most clubs send out a renewal notice to their members, which clearly is a very good practice. If your club is one that does not, I really encourage you to do so this year. It makes sense that you'll have greater success if you send a reminder that specifically asks your members to renew their membership. Over a busy season, it's not unusual for such things to be forgotten, so many clubs send out a second notice in early January to members who have not yet renewed, and then for the stragglers, add a personal telephone call from a member of the club executive in early February. There is no question that clubs who focus on renewals in this way have the highest renewal rates.

There is much more that we all can do to work on membership, but I'll leave you with this for now. Any feedback you may have is welcomed, and I look forward to hearing from you.

Best regards for now,

Doug Ingram  
Chair, JCNA Membership Committee  
Email: [dougi@shaw.ca](mailto:dougi@shaw.ca)  
Telephone: 250-370-2820  
Mailing address: 2634 Dufferin Ave, Victoria BC Canada V8R 3L4