

STATE OF THE 173d AIRBORNE BRIGADE ASSOCIATION
Membership Team's Report- as of May 1, 2015

MEMBERSHIP TEAM'S REPORT

Our new Website software Wild Apricot has a Membership Database component which gives us multiple capabilities. Because this database has been created over a 15 year period, there are many, many errors, omissions, etc., that our Membership Team comprised of Membership Secretary Dennis Hill and my Website Assistant Peter Klausner are tasked with and they are diligently laboring to bring our Membership database up to date. This is a huge task, but they are performing exceptionally well! I think the best way to convey our current Membership status is by displaying several different Charts.

CHART #1- Latest Membership List

The first Chart dated April 26, 2015 shows the 9,459 Members of the Association broken down by Membership Levels, which are further broken down between Active and Lapsed. We have 5,456 Active Members whose annual dues are current or hold Life Memberships. We have 3,992 Lapsed Members who are not current on their Membership Dues, and in some cases are deceased. We are in the process of updating those records.

Level	Total	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
_Annual Membership- Regular	<u>3994</u>	<u>555</u>	<u>3636</u>	<u>3435</u>	<u>1</u>	<u>3</u>	-	<u>4</u>	<u>9</u>
_Life Membership- Regular	<u>4752</u>	<u>4750</u>	-	-	<u>2</u>	-	-	<u>2</u>	<u>4</u>
Active Duty Personnel with 173rd IBCT- Annual Membership	<u>1</u>	<u>1</u>	-	-	-	-	-	-	-
Active Duty Personnel with 173rd IBCT- Life Membership	<u>10</u>	<u>8</u>	-	-	<u>2</u>	-	-	<u>1</u>	<u>2</u>
Associate_1- Annual Membership	<u>523</u>	<u>88</u>	<u>455</u>	<u>433</u>	-	<u>2</u>	-	-	<u>1</u>
Associate_2- Annual Membership	<u>7</u>	<u>2</u>	<u>6</u>	<u>5</u>	-	-	-	-	-
Associate_3- Annual Membership	<u>116</u>	<u>13</u>	<u>105</u>	<u>102</u>	<u>1</u>	-	-	-	-
Associate_4- Annual Membership	<u>1</u>	<u>1</u>	-	-	-	-	-	-	-
Associate_4- Life Membership	<u>5</u>	<u>5</u>	-	-	-	-	-	-	-
Associate_5- Honorary Membership	<u>24</u>	<u>24</u>	-	-	-	-	-	-	-
Deceased	<u>26</u>	<u>9</u>	-	<u>17</u>	-	-	-	-	-
Total	<u>9459</u>	<u>5456</u>	<u>4202</u>	<u>3992</u>	<u>6</u>	<u>5</u>	-	<u>7</u>	<u>16</u>

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CHART #2- Membership Matrix Table

The second Chart displays the changes in Membership Levels since 8/2/2014 when the Membership Database was created using the Wild Apricot software until recently.

Active Membership <i>only</i>	# Change Since 8/2/2014	% Change Since 8/2/2014	Count As of 4/26/2015	Count As of 8/2/2014
Annual Membership- Regular	87	19%	555	468
Life Membership - Regular	258	6%	4750	4492
Active Duty173rd IBCT Personnel- Annual Membership	1	0.00%	1	0
Active Duty173rd IBCT Personnel- Life Membership	8	500%	8	0
Associate 1- Annual Membership	15	21%	88	73
Associate 2- Annual Membership	0	0%	2	2
Associate 3- Annual Membership	-3	-19%	13	16
Associate 4- Annual Membership	1	0%	1	0
Associate 4- Life Membership	3	150%	5	2
Associate 5- Honorary Membership	24	0%	24	0
Deceased	9	0%	9	0
Totals	403	8%	5456	5053

Chart #3- Membership Payments

The third Chart displays the payment of Membership Dues, Donations, Event Registrations, etc. on our new website using the Wild Apricot software. In this Chart, you can see how effective the ability to pay by credit card on our new website has been since being implemented in October 2014. Over 85% of our Membership payments have been by Members using their credit cards on our website and processed through PayPal. This greatly reduces manual processing of Membership payments and accelerates deposits with nightly sweeps from PayPal collections into the

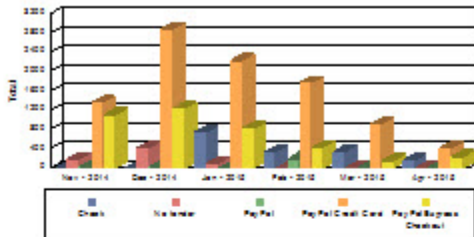
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Association's checking account. This process also provides detailed reports and as well as tracking for transparency purposes.

As reflected in the below chart, we have received over \$16,607.00 in Membership payments since November 1, 2014.

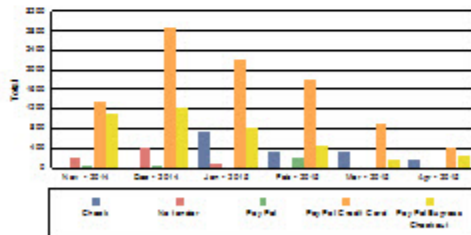
Payments from: Saturday, November 01, 2014
 to: Sunday, April 26, 2015
 Include: Invoice payments, Donations, Refunds
 Made: Offline, Online
 All payments

Sunday, April 26, 2015



Summary	Total	Nov -2014	Dec -2014	Jan -2015	Feb -2015	Mar -2015	Apr -2015
Check	1,679.00	0.00	0.00	740.00	326.00	341.00	173.00
No tender	703.00	193.00	414.00	96.00	0.00	0.00	0.00
PayPal	245.00	24.00	24.00	0.00	197.00	0.00	0.00
PayPal Credit Card	9,558.00	1,368.00	2,877.00	2,234.00	1,773.00	904.00	414.00
PayPal Express Checkout	4,011.00	1,105.00	1,235.00	831.00	438.00	180.00	242.00
Grand Total	18,096.00	2,675.00	4,560.00	3,901.00	2,733.00	1,405.00	829.00

Invoice payments



	Total	Nov -2014	Dec -2014	Jan -2015	Feb -2015	Mar -2015	Apr -2015
Check	1,679.00	0.00	0.00	740.00	326.00	341.00	173.00
No tender	703.00	193.00	414.00	96.00	0.00	0.00	0.00
PayPal	245.00	24.00	24.00	0.00	197.00	0.00	0.00
PayPal Credit Card	9,558.00	1,368.00	2,877.00	2,234.00	1,773.00	904.00	414.00
PayPal Express Checkout	4,011.00	1,105.00	1,235.00	831.00	438.00	180.00	242.00
Total	18,096.00	2,675.00	4,560.00	3,901.00	2,733.00	1,405.00	829.00

Membership Growth Plan/Communication Plan

At our 2015 Mid-Winter Conference, I recommended to the Board of Directors in attendance that in order for the Association to increase Membership, we need to develop and implement the following plans:

1. Membership Growth Plan

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- a. Recruit new Members from:
 - i. Former Sky Soldiers who served on active duty and
 - ii. Current Sky Soldiers who are currently serving on active duty
- b. Retain current Members
- c. Re-enlist former Members whose Memberships have lapsed

2. Communication Plan

- a. Communication Approaches by Priority
 - i. Sky Soldier Website
 - ii. Mass Emails
 - iii. Sky Soldier Quarterly Magazines
 - iv. Newspaper/Radio Public Information Announcements

To achieve these goals, it is my belief that we need a volunteer to implement the Membership Growth Plan and a separate volunteer to accept the role of the Association's Public Information officer to promote our Association thru various public media and social media sources.

Members who are interested in these assuming these positions should email our Association President Roy F. Scott Jr. at president@skysoldier.net and indicate the position they are interested in along with an outline of their plan to accomplish these goals for that respective objective.

Conclusion

Before closing, I again want to thank our Membership Team of Dennis Hill and Peter Klausner who have made this possible. They do a tremendous job and devote numerous hours this very important project. Dennis inputs all new membership information to our Membership database and Peter prepares and send welcome letters with membership cards. They have been doing this for years behind the scenes and their dedication and hard work often go un-noticed. So the next time you see them, hug them and thank them for their devotion!

This report will be posted on our "About 173d Airborne Brigade Association" webpage <https://www.skysoldier.net/About-173d-Airborne-Brigade-Association> .

Jerry L. Cooper CPA

Membership Team Leader, Treasurer and Webmaster