

Friends Membership In Connecticut 2010

Presented by:

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November 6, 2010

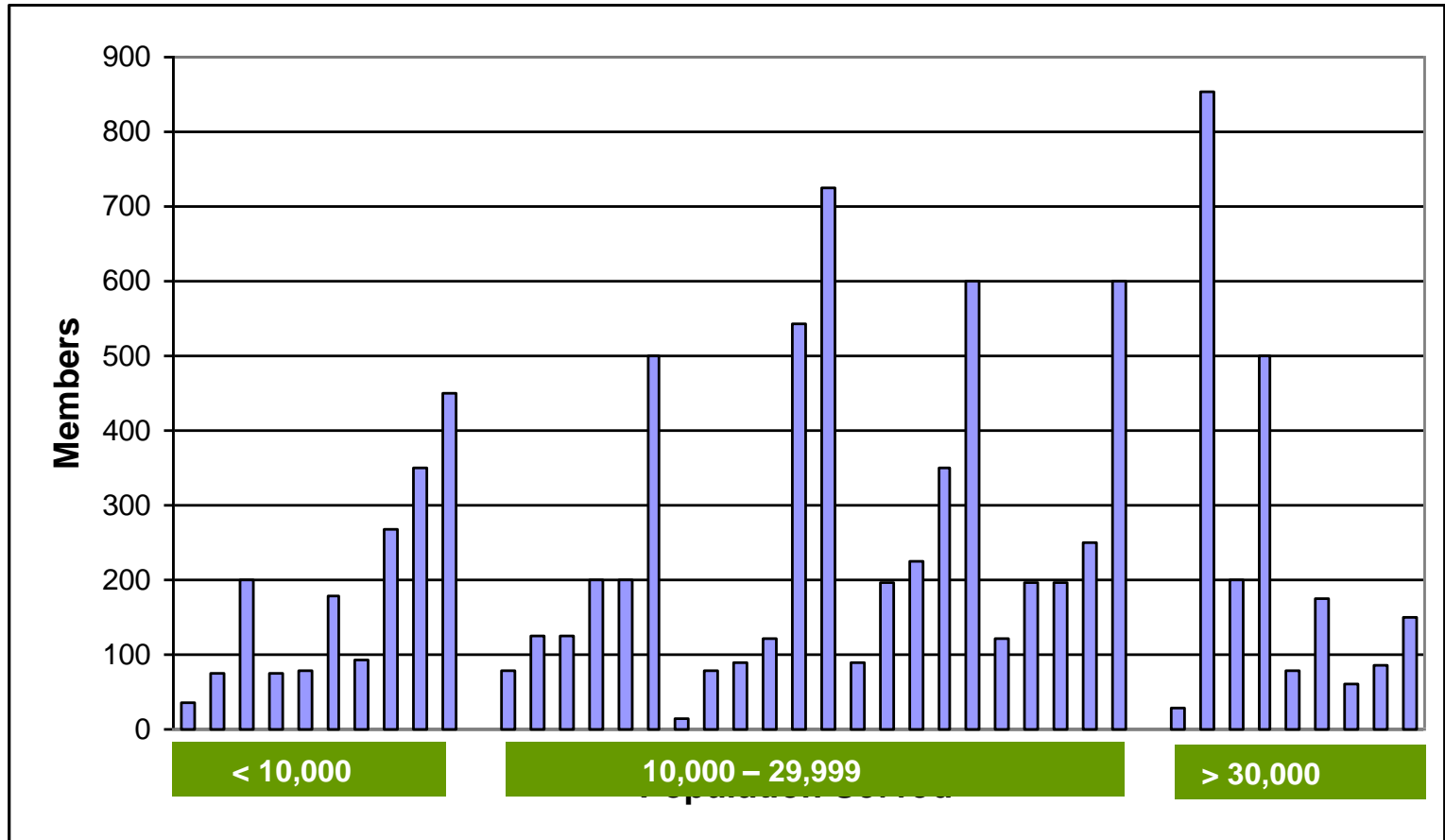
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Data Collected

- Membership survey to all 2009 FOCL members
- Over 40 groups responded – a good sample
- Thank you

Members by Population Groups



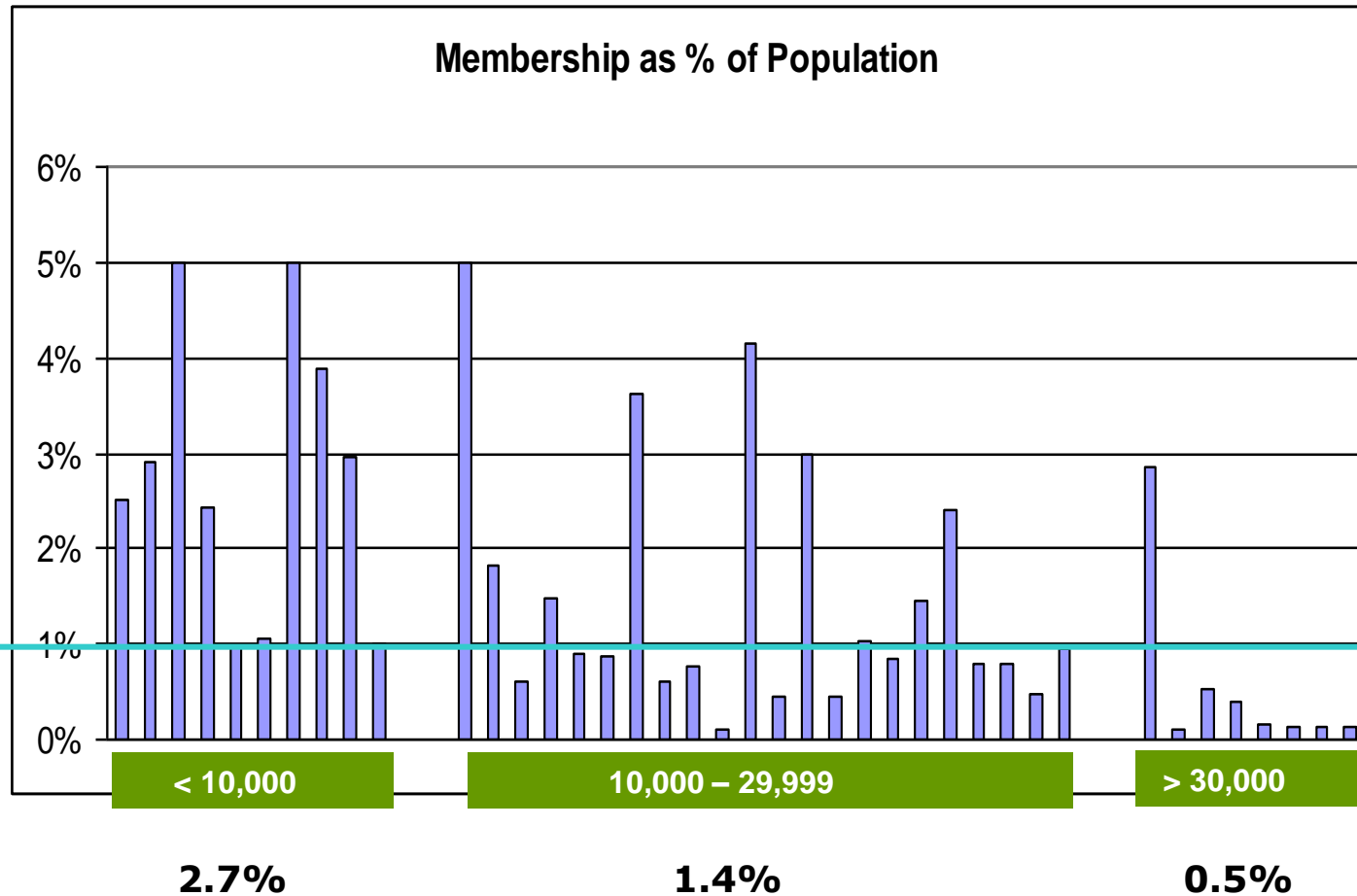


Membership Trends

How did Friends membership fare over the last three years?

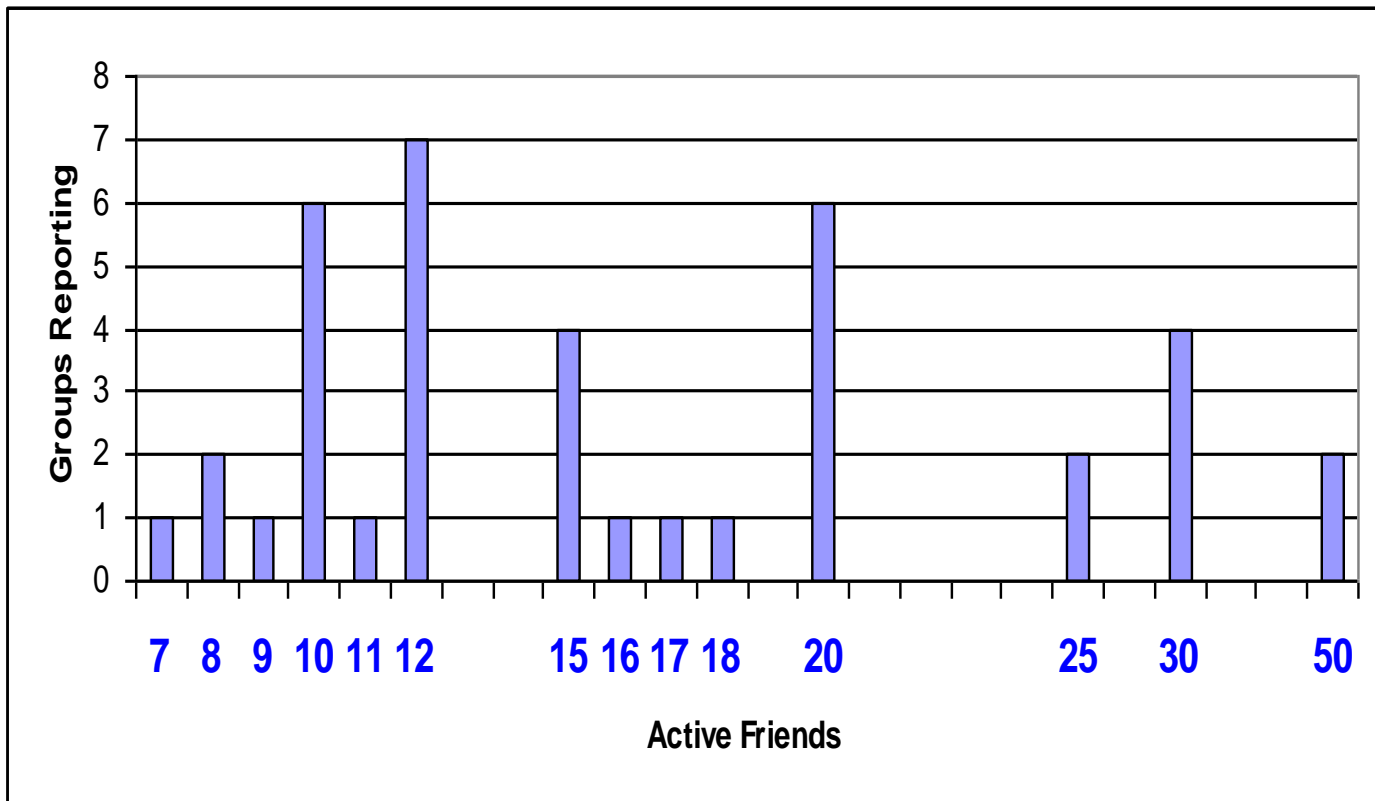
- About 1/3 went down
- About 1/3 stayed the same
- About 1/3 went up

How Many Members?

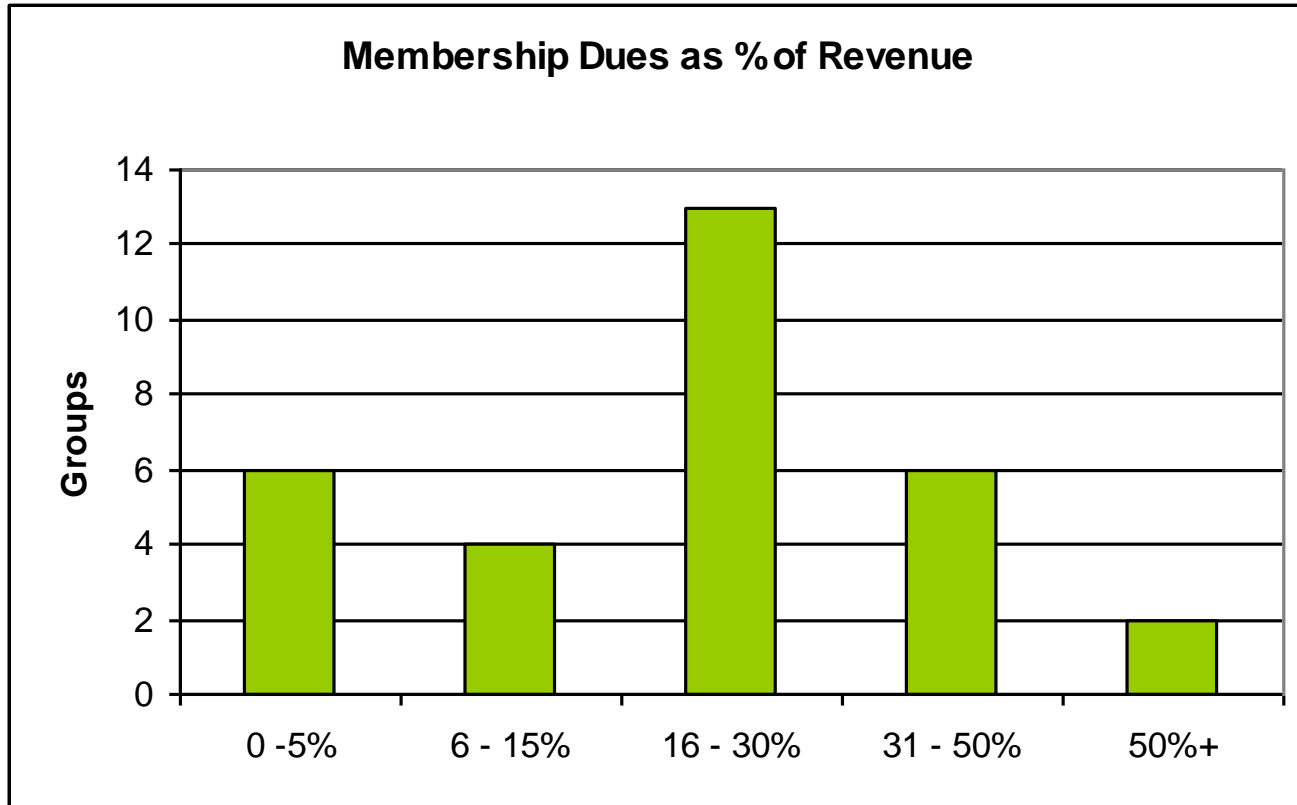


Average

Active Friends in the Group

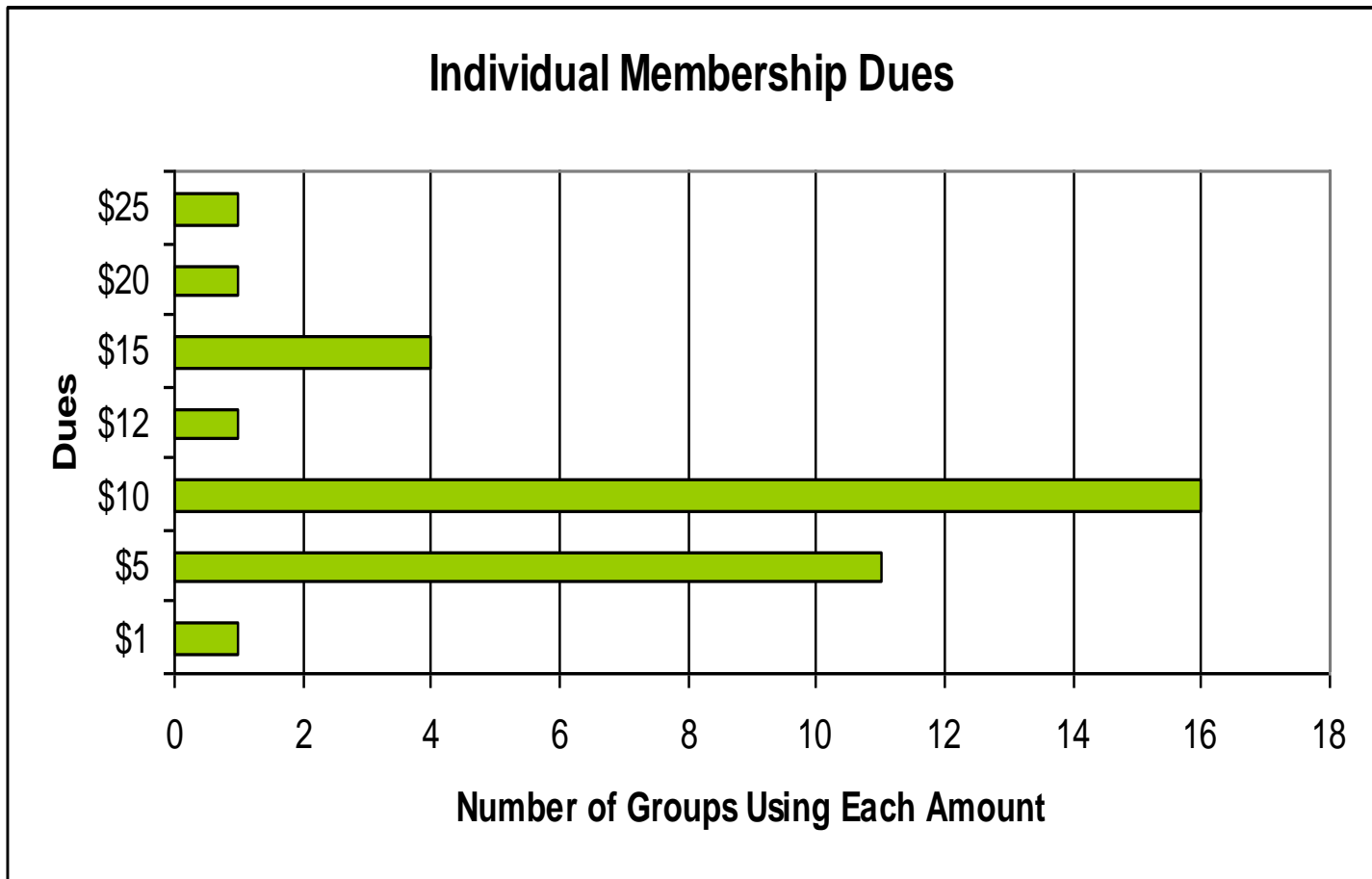


Revenue From Membership

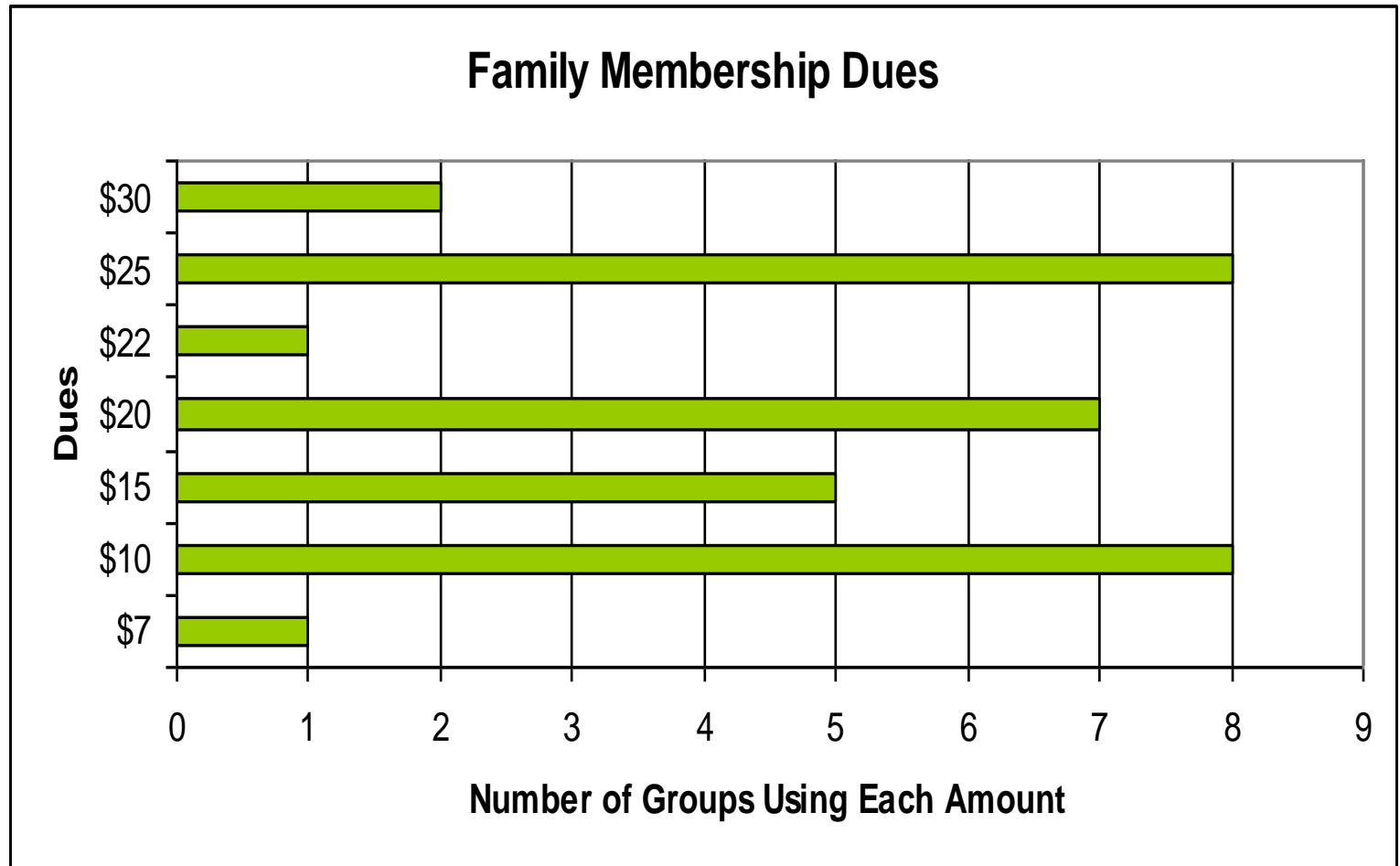


Average = 24.3%

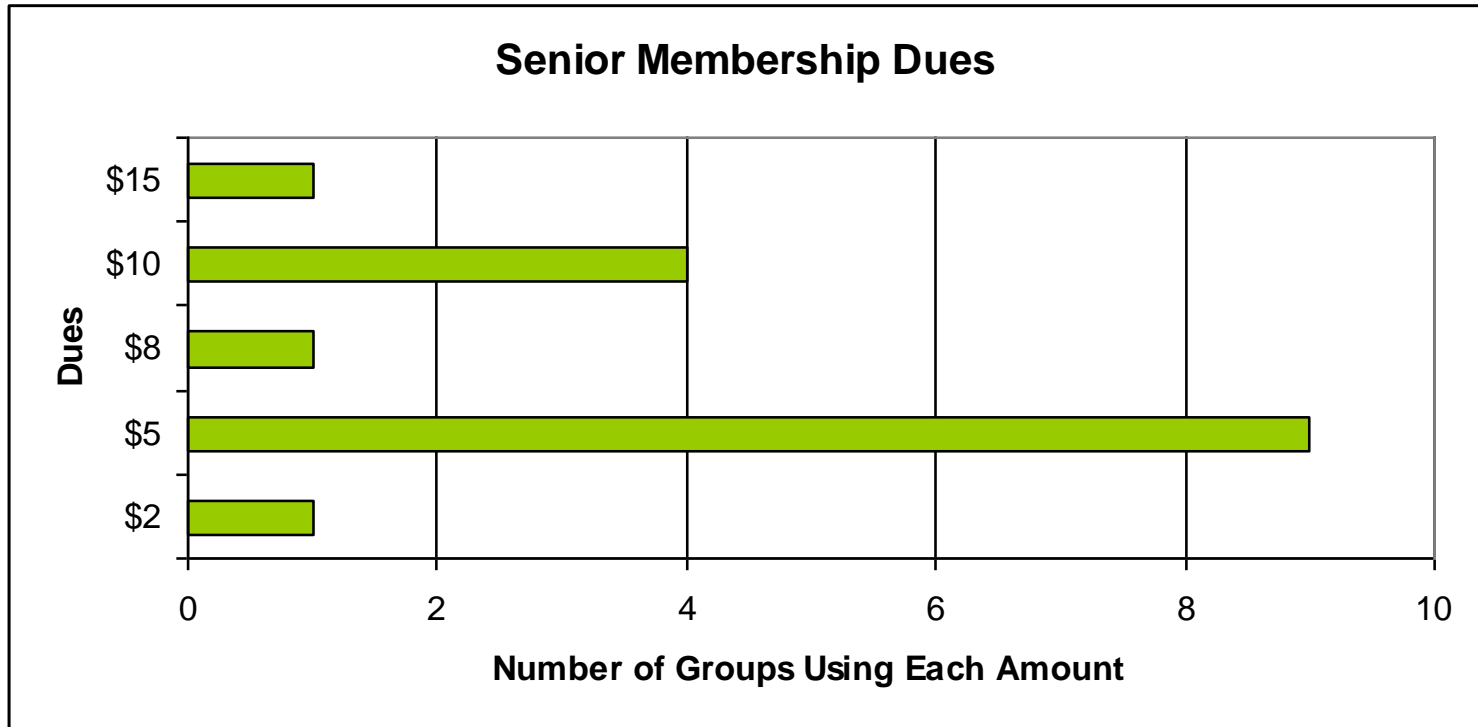
Individual Dues



Family Dues



Senior Dues



- Four groups use Retired Dues
 - In all four cases, retired **matched Senior**

Other Categories

- **Student/Jr** is offered by **8** groups. Dues are either \$5 or \$10
- **Corporate/Business** is offered by **7** groups. Dues range from \$25 to \$250
- **Lifetime Membership** is offered by **11** groups. Dues range from \$100 to \$1,000, with most in the \$100 to \$250 range

The Next Level Up

\$25	\$50	\$75	\$100
Sustaining Sponsor Book Lover Patron Donor Bookworm	Patron Literary Lover Sponsor Benefactor Contributor Book Lover Bibliophile Good Friend Sustaining Donor Bronze	Special Friend Contributor Patron	Patron Curator Circle of Friends Sponsor Bibliophile Book Collector Best Friends Supporter Special Friend Benefactor Silver

- Names in **blue** used by more than one group

The Highest Levels

- The highest levels range from \$100 to \$250

- Names for these levels include:

- Library Angel
- **Book Collector**
- **Best Friend**
- Benefactor
- Literary Lion
- Library Lover
- Angel

- Names in **blue** used by more than one group



Membership Period & Renewals

- 85% of the groups responding have:
 - A **fixed membership year**
 - Annual renewals
 - January to December was most popular
 - July to June was a close second
 - Summer months were next
- The remainder have:
 - A **floating year**
 - Renewal is usually on the anniversary date

Renewal Process

- All groups send out renewal letters
- Only 60% acknowledge receipt of dues:
 - **Acknowledgements** include:
 - “Thank-you” letters or post cards
 - “Thank-you” email
 - Newsletter



Benefits to Members

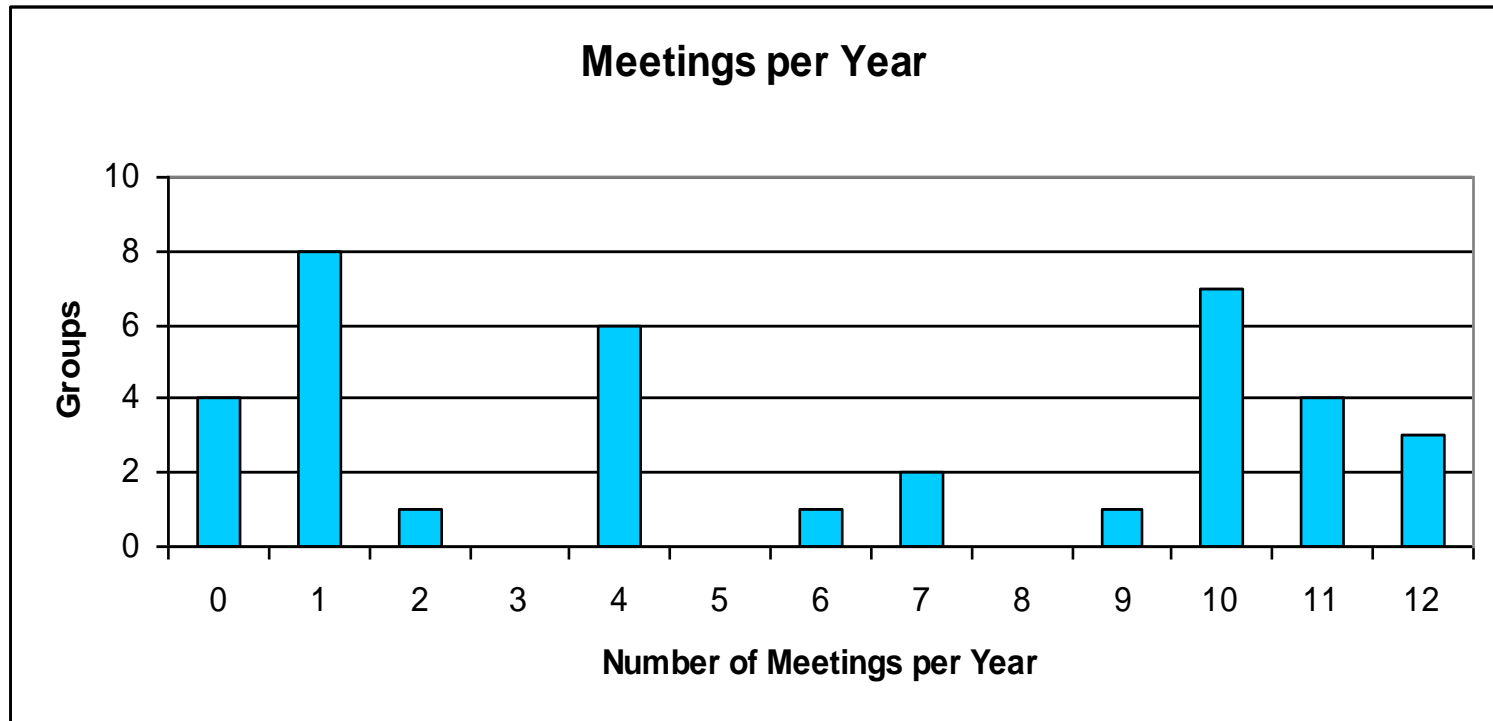
- **30%** offer **early entry** into their Used Book Sale
- **35%** offer some form of **public recognition** of members
- **40%** make members aware of Federal **income tax deduction** potential



Other Benefits

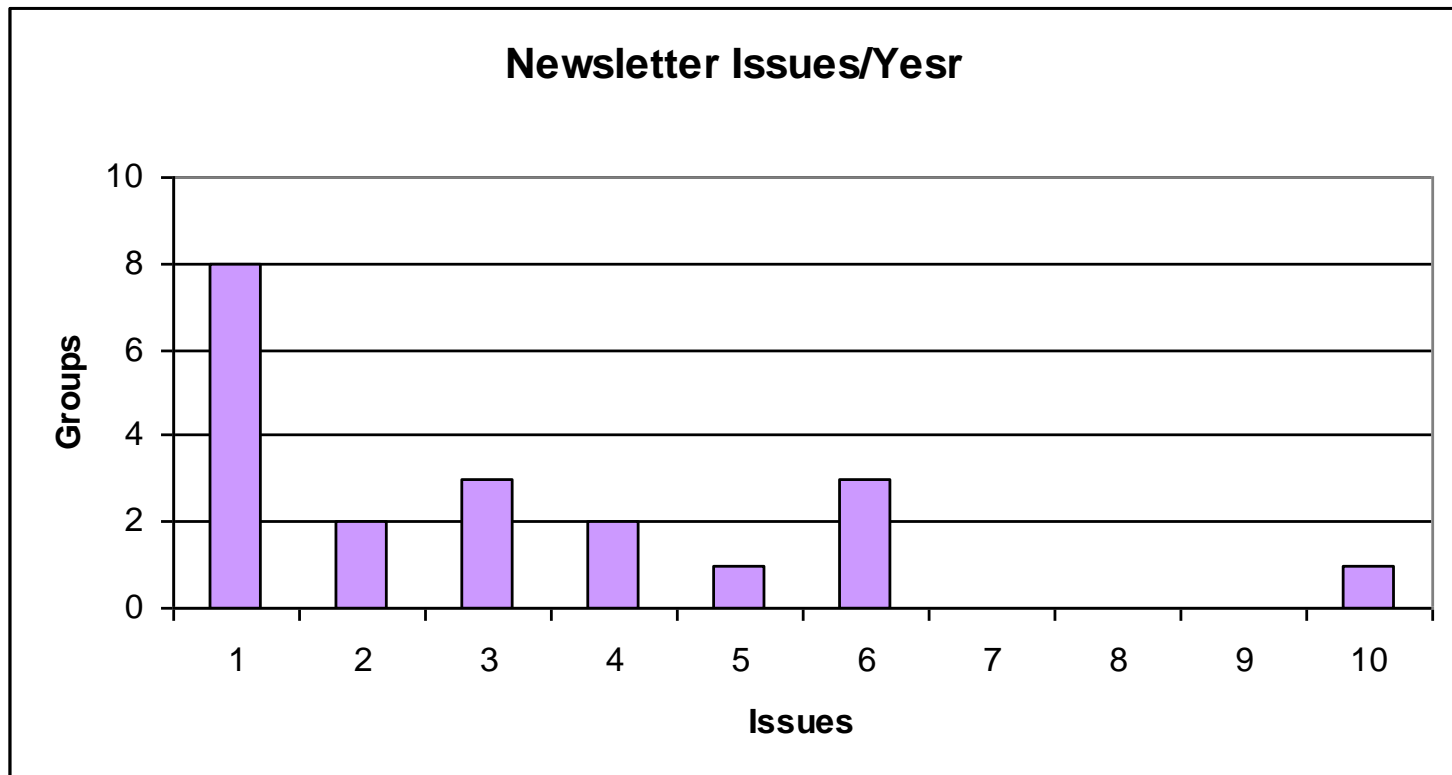
- **Coupons** toward purchase or a free book at the book sale
- **Invitations** to luncheons, tours, programs, and meetings

How Often Does the Group Meet?



Getting the Word Out

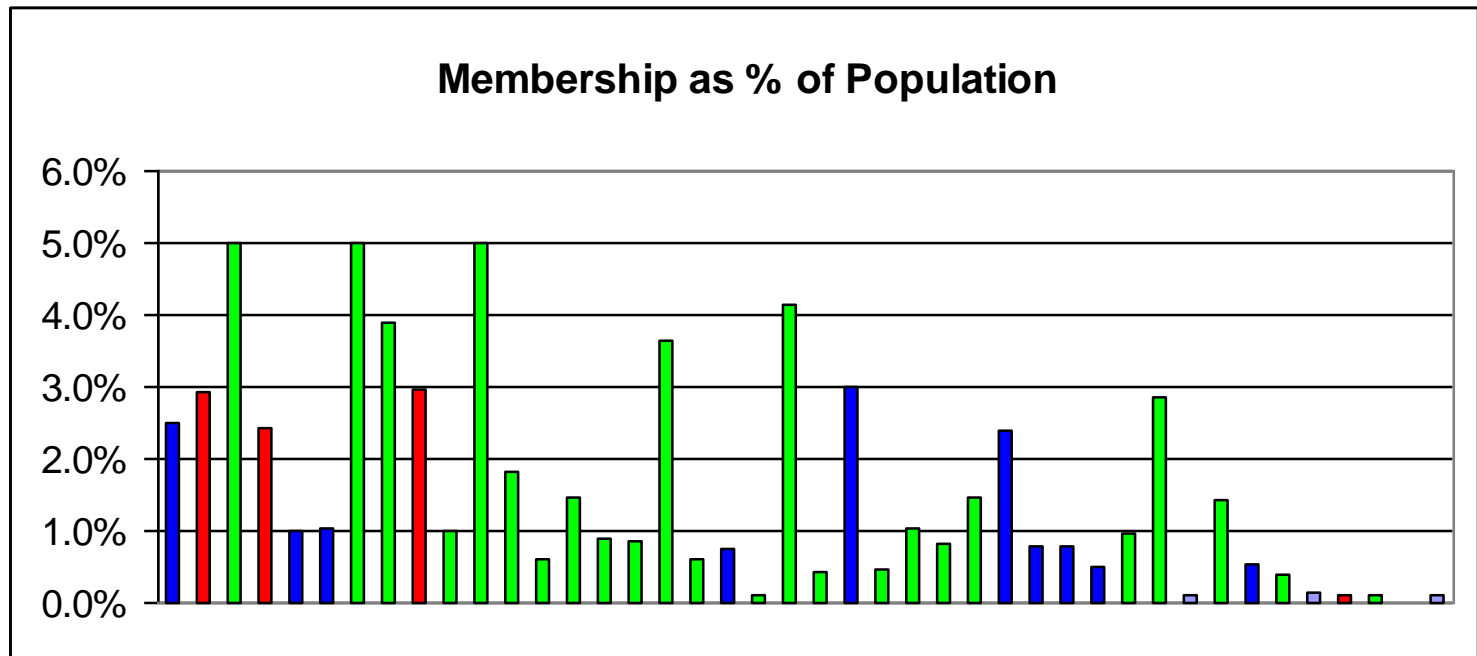
- **55%** of the groups responding have a paper Newsletter



Getting the Word Out - 2

- **2** out of **40** respondents do not have a paper newsletter, but do have an electronic one
- **34%** of respondents have their own or use their library's web site
- **7%** are using **Facebook**
- **36%** are using **e-mail**
- **41%** use mail, telephone, newspapers, and flyers

What Makes a Difference?



Communication Methods

BLUE - Basically only targeted e-mails

GREEN - One - Two ways

RED - Three or more


Questions

Membership Questions

- **How we attract younger members?**
- **How do we attract worker bees?**
- **What activities involve Friends? How we encourage active participation?**

Other Questions

- **Where can I find information on capital campaigns and social media?**
- **How do you deal with difficult Board members?**
- **What are the legal aspects and responsibilities of being a non-profit?**
- **What are the small town versus large town issues?**

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- Please complete the **Survey**
 - Have a safe trip home
 - Remember to set your clocks **BACK**

. . . Thank you for attending. . .