

## **NCMD AGM 25<sup>th</sup> June 2023 Membership Secretary Report**

It is hard to get an accurate picture of memberships totals from over a year ago without having a snapshot of the site for a particular date.

### **For example:**

Some members that were active on 31st March 2022 may have since been deleted from the system. Therefore, they are no longer in the database to be able to count them.

Some members that were on 1 year memberships on 31st March 2022 may now be on 2 or 3 year memberships after they have renewed.

Although we do have backups, we don't keep copies from that far back, usually about a month or so from the current date.

The NCMD Web Master has however recovered the data from 1<sup>st</sup> April 2023 which is the closest data match to the NCMD financial year of 1<sup>st</sup> April to 31<sup>st</sup> March.

### **1 Year Membership Subscriptions 1<sup>st</sup> April 2023**

Individual 7,982

Clubs 2,098

Total 10,080

### **2 Year Membership Subscriptions 1st April 2023**

Individual 1,999

Clubs 66

Total 2,065

### **3 Year Membership Subscriptions 1st April 2023**

Individual 4,648

Clubs 205

Total 4,853

## 1 Year Membership Subscriptions

June 2022		June 2023	
Individual	5,467	Individual	15,338
Clubs	2,093	Clubs	1,962
		Overseas	7
Total	7,560	Total	17,307

Increase of 129%

## 2 Year Membership Subscriptions

June 2022		June 2023	
Individual	4,201	Individual	4,340
Clubs	547	Clubs	144
		Overseas	1
Total	4,748	Total	4,485

Decrease of 5.54%

## 3 Year Membership Subscriptions

June 2022		June 2023	
Individual	4,035	Individual	8,330
Clubs	469	Clubs	382
		Overseas	3
Total	4,504	Total	8,715

Increase of 93.5%

## Total Membership

June 2022	June 2023
16,812	30,507

Increase of 81.5%

## Postal Applications

These have fallen considerably due to members auto renewing or managing to renew online without having to renew by posting an application form and cheque or postal order.

I can see this trend continuing as more members become able to renew directly via the NCMD website.

## Number of Postal Applications

January – June 2022	January – June 2023
512	193

## **Membership breakdown**

There are currently 66 clubs listed on the database with 2,499 club members, 27,997 individual members and 11 overseas members. We only have the data for a relatively small number of clubs, there are a lot more clubs across the UK that we know nothing about.

Some of the individual members will belong to face to face clubs and Facebook groups. These members will purchase their NCMD membership directly rather than via their club.

## **Club memberships**

Some clubs have instructed their members to renew themselves. One of the reasons for this has been the introduction of the 1/2/3 year memberships. Membership Secretaries have said that the 2 or 3 year options make managing their club NCMD memberships too complicated.

The NCMD Membership year was changed from 01 April to 31 March to allow members to join any date throughout the year and receive a full years membership. This has made it difficult for some clubs to keep track of when their member's NCMD membership expires. By asking them to renew themselves has removed the hassle for them. The knock on effect has been an increase in work for myself as some club members aren't computer savvy and require my assistance. Which I am more than willing to do.

## **Membership Payments and Renewals**

We use Stripe as our payment gateway provider and the website is linked directly to the database. There has been a lot of payment issues over the past year and this has been down to card security being increased by the industry. When a member attempts to make a payment, the card issuer asks for the payment to be verified or confirmed by sending a password via text or asks the member to confirm the payment by logging into their banking app.

## **Member Communications**

Members either email or call me. All the calls are sent to voicemail. I receive an email letting me know that a voicemail has been left or if there's been a missed call. I return all the calls irrespective of whether a voicemail has been left or not. This is very well received by members and they really appreciate me calling them back. I have the ability to take payments over the phone directly using Stripe.

This year we introduced auto renew the reaction to this has been mostly positive but there have been some members that have been irritated by this but the majority have been appreciative that their membership has continued uninterrupted. All members receive an email within 30 days of their membership expiring. The email explains that their membership will auto renew unless they contact me to cancel their membership or turn auto renew off. In future additional reminders will be sent. The problem with email though is that unless NCMD has been added as a contact emails could end up in junk/spam.

If a member wishes to cancel their membership after their NCMD card has been ordered they are asked to post their NCMD card to the PO Box address with a brief letter and once received a refund is made. If their NCMD card hasn't been ordered I process a refund straight away which takes 5-10 days to return to their bank account.

## Membership Enquiries

The majority of emails I receive from members are related to their NCMD cards having not arrived or are payment related as previously mentioned. A few members have asked me if there is a club near them. Unfortunately, we don't have a directory of clubs so I direct them to the members forum and suggest that they ask other members to help them.

## NCMD Cards

A few months ago it was decided at one of our OGM monthly meetings that in order to reduce card printing costs that instead of placing a print order once a week that I would place the order every two weeks instead. The number of emails regarding NCMD cards not arriving has increased as mentioned above. Members are informed both on the website and in the welcome email, that their new NCMD cards can take up to 25 working days to arrive. When Plastic Card Services (PCS) receive my print order it takes approximately 10-14 days for cards to be delivered.

## NCMD Voicemails

The voicemail message needs to be changed.

### Currently

- 1 Major Hoard Find
- 2 Insurance
- 3 General Enquiries
- 4 Membership Renewals

### Change to

- 1 Membership Enquiries
- 2 General Enquiries
- 3 Major Hoard Find
- 4 Insurance

The voicemail for Membership Renewals (Enquiries) needs to be changed from;

"If your NCMD membership is due for renewal and you normally do this through a club then please continue to renew through them. For individual members please renew directly via the NCMD website visit [www.ncmd.co.uk](http://www.ncmd.co.uk) for more details. Renewing is safe, secure and more environmentally friendly than postal applications. If you must renew by post please download the form from the website and post it to us via the PO Box address listed on the form. Please do not send applications to any other address as it will not get to us. Beep"

Change to;

"You can join or renew your NCMD membership via the website [ncmd.co.uk](http://ncmd.co.uk). If you're a club member please renew as instructed by your Membership Secretary. If you have a membership enquiry please leave a brief message, your full name and postcode after the beep"

Note that there is no call to action. It should say if you require further assistance please leave your name, postcode and a brief message after the beep"

## Conclusion

It's been another very busy year with a noticeable influx of new members thanks to Detectorists Christmas special and other detecting TV programmes. There are a few tweaks I'd like to make to the database; I think it would be a good idea to add another box on the application form asking if the applicant is a member of a club and for them to name the club.