

## NCMD AGM 23<sup>rd</sup> June 2024 Membership Secretary Report

### 01 April – 31 March 2023

**1 Year Memberships**  
17549

**2 Year Memberships**  
3907

**3 Year Memberships**  
7984

**5 Year Membership**  
N/A

**Total Membership**  
29440

### Membership Breakdown

Individual Members 14629  
Club Members 2369  
Under 16's N/A  
Digital Only Cards N/A

### 01 April – 31 March 2024

**1 Year Memberships**  
21047 increase of 3498 / 17%

**2 Year Membership Subscriptions**  
5258 increase of 1351 / 26%

**3 Year Membership Subscriptions**  
10289 increase of 2305 / 22%

**5 Year Membership Subscriptions**  
413

**Total Membership**  
37007 increase of 7567 / 20%

### Membership Breakdown

Individual Members 34260 up 19631 / 57%  
Club Members 2747 up / 14%  
Under 16's 142  
Digital Only Cards 768

### Postal Applications

These continue to fall and are taking up a lot less of my time as members become used to renewing online or renew automatically.

### Auto Renew

Auto renew is a blessing and a curse. Members are made aware that their memberships will auto renew unless they log in to their Membership Account and turn it off or contact me and ask me to turn it off for them.

All members receive an email reminder with instructions on what to do if they don't wish to continue with their memberships. Despite this I receive a steady number of emails complaining that we've taken money without their permission. One or two have even threatened to report us to their bank or even the Police!

I send a polite email to those that complain, explaining that they received an email and the date it was sent and refund them immediately and delete their personal data from the database.

## **Club Memberships**

Club Membership Secretaries on the whole now understand how to use their Membership Management Areas. It's the same clubs that have issues, which is fine I'm more than happy to help them

## **Club Directory**

Some clubs previously unknown to me are completing the online registration form, which is great! There's a list of criteria that each club has to meet in order to be listed in the NCMD Club Directory.

Some clubs have thousands of members so are obviously not a traditional face to face club but a Facebook Group. A few have said that they have very few members and are probably just a group of friends. It's quite difficult to assess if they are club or not. This is to be discussed later today.

All registered clubs are required to provide me with a list of their members so I can create the club listing for them to manage their clubs NCMD memberships.

## **Membership Payments**

Stripe our payment gateway provider requires members to authenticate their payments and too many times they fail to read the messages on screen and miss the text message or don't approve the payment in their banking app. This is one of the two most common reasons why members contact me, that and log in issues.

## **Log in issues**

These are mainly due to the members forgetting their passwords, not realising that they can reset it themselves or that they have an outdated email address registered with us. I update their email addresses and send them a password reset link to help them access their Membership Accounts.

## **Returned undelivered NCMD cards**

Due to using Whistl it's not possible to re-post membership cards that have been returned to the PO Box managed by Shevie. Between us we're now no longer reposting cards due to the cost of postage and envelopes.

Instead members are emailed asking them to forward their correct postal addresses which I then add to the database. They are informed how to order replacement cards for £4 via the web site and reminded that they also have a free digital card should they decide they don't require a printed NCMD card.

## **Member Communications**

When I was initially appointed most of you are aware that we could only communicate with our members via letters which was both inefficient and costly. Phone numbers were provided by members but were routinely not recorded.

We now have email and phone numbers for most members and together with Facebook Messages we are contacted daily by our members and I usually respond the same day or within two days.

All members that contact me via email receive an auto responder email which offers help for the most common enquiries. Members that press the membership phone option are asked to leave a voicemail. I then call back everyone regardless of whether there's a VM or not.

## **Communication Stats 01 April – 31 March 2024**

- 881 hours worked

### **Phone Calls**

- 1122 total calls
- 460 hung up without leaving a VM
- 662 stayed on long enough to leave a VM but of these
  - 63 hung up without leaving a VM
  - 416 left a VM
  - 183 were classed as missed calls

### **Emails**

Received 3629