

Membership

'Recruit and Retain'

2010 - 2011 Membership Drive Results

Branches and Districts with the Highest Overall Increase

(Deceased members are not included in the judging statistics)

BRANCHES BEGINNING WITH 35 OR FEWER MEMBERS

1 st	Branch 436 Glendale, AZ	24.14%
2 nd	Branch 13 Martinez, CA	14.71%
3 rd	Branch 237 Gardena, CA	10.34%

BRANCHES BEGINNING WITH 36 – 60 MEMBERS

1 st	Branch 395 Stockton, CA	85.00%
2 nd	Branch 374 La Canada Flintridge, CA	23.81%
3 rd	Branch 416 Spring Valley, CA	21.95%

BRANCHES BEGINNING WITH 61 – 100 MEMBERS

1 st	Branch 50 San Francisco, CA	63.38%
2 nd	Branch 67 Los Angeles, CA	45.45%
3 rd	Branch 368 San Jose, CA	21.88%

BRANCHES BEGINNING WITH 101 OR MORE MEMBERS

1 st	Branch 390 Tracy, CA	18.01%
2 nd	Branch 36 Monterey, CA	11.61%
3 rd	Branch 163 San Mateo, CA	8.48%

DISTRICTS WITH THE HIGHEST INCREASE

1 st	Los Angeles District	4.03%
2 nd	Central Coast District	3.61%
3 rd	Contra Costa District	2.14%

BRANCHES BRINGING IN THE MOST FAMILY MEMBERSHIPS

Branch 36	Monterey, CA	7 Family Memberships
Branch 163	San Mateo, CA	5 Family Memberships
Branch 327	San Carlos, CA	4 Family Memberships

Federation-wide Results

Membership as of 07/01/10 - 12,291

New Members - 991

Reinstated - 39

Transfer In/Out - 130

Non-payment - 249

Deceased - 306

Cancellations - 1067

Membership as of 06/30/11 - 11,698

38 Branches and 4 Districts ended the year with increased membership.

100% Retention

Branches with zero cancellations

Branch 1	San Francisco, CA
Branch 25	Salinas, CA
Branch 75	Cloverdale, CA
Branch 85	Mt. Shasta, CA
Branch 150	Cotati, CA
Branch 169	Ventura, CA
Branch 185	Fresno, CA
Branch 214	Concord, CA
Branch 220	Elmwood Park, IL
Branch 354	Paso Robles, CA
Branch 362	Downey, CA
Branch 368	San Jose, CA
Branch 390	Tracy, CA
Branch 408	Sunnyvale, CA
Branch 423	Irvine, CA

Membership Goals

21 Branches set membership goals
14 Branches achieved their goals

Branch 1	San Francisco, CA
Branch 13	Martinez, CA
Branch 36	Monterey, CA
Branch 38	San Francisco, CA
Branch 45	Sacramento, CA
Branch 127	Petaluma, CA
Branch 163	San Mateo, CA
Branch 191	San Jose, CA
Branch 209	Sebastopol, CA
Branch 266	Yuba City, CA
Branch 368	San Jose, CA
Branch 413	Angels Camp, CA
Branch 417	Fresno, CA
Branch 423	Irvine, CA

Membership Committee Overview

Chairperson: Roselynn Jarrett - Members: James Friebe, Teresa Helfand, Marco Galeazzi and Franklyn Lopes Jr.

- Designed and printed a new membership brochure
- Promoted the "Recruit and Retain" campaign
- Assisted Branches with forming a youth program
- Offered a membership training session to Districts and areas. The Tucson and Phoenix areas received training this year.
- Asked Branches to set goals for new memberships, retention of members and new family memberships
- Encouraged Branches to celebrate 'Member Appreciation Month' by planning an event or outing for members and/or handing out certificates for accomplishments, service anniversaries and contributions to the ICF
- Helped Branches execute their membership drives
- Provided tips in the 'Membership Message' of the Bollettino
- Created the monthly children's section in the Bollettino