

# 2020 MEMBERSHIP AT A GLANCE

**\$2,283,320.44**

Dues Revenue

9/16/18-8/16/2019

**\$2,012,474.19**

9/16/19-8/16/2020

Active Members **10,254**

New 9/16-8/16 313

Renews 9/16-8/16 5661

Dropped 9/16-8/16 40

## Membership activity:

- Virtual exhibit/sponsor mtgs (NCAPA, NCMGMA, NCPA)
  - Cross training/skills development (Raisers Edge, net communities)
- Marketing and Membership campaign development and execution Fall 20-2021

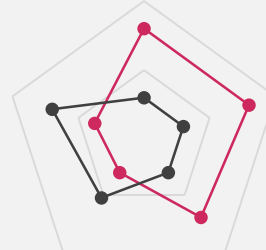
## Retention Rate

**99%**

9/16-8/16/2020

**67%**

9/16-8/16/2019



## Please note:

- 1500 lapsed members \*\*will drop on 9/1/20
- 18 month campaign launching to lapsed and non-members
- New standardized group model /Dues increase for 2021