Changes to Membership due to Minimum Membership Payments

- Changes applied on 1st October – new financial year.
- Membership dropped from approx. 650 to 500 overnight.

A few scenarios:

- All 150 members cancel their standing order. This would result in a loss of £250/month.

- All 150 members increased their standing order to £5 or more. This would result in an overall net increase of around £500/mo.

- Somewhere in the middle – the most likely outcome
    50 leave and cancel their standing order
    50 leave their standing order running as a donation
    50 increase their standing order

Too early to get a clear idea of what these 150 (ex)members will do – more info later though.
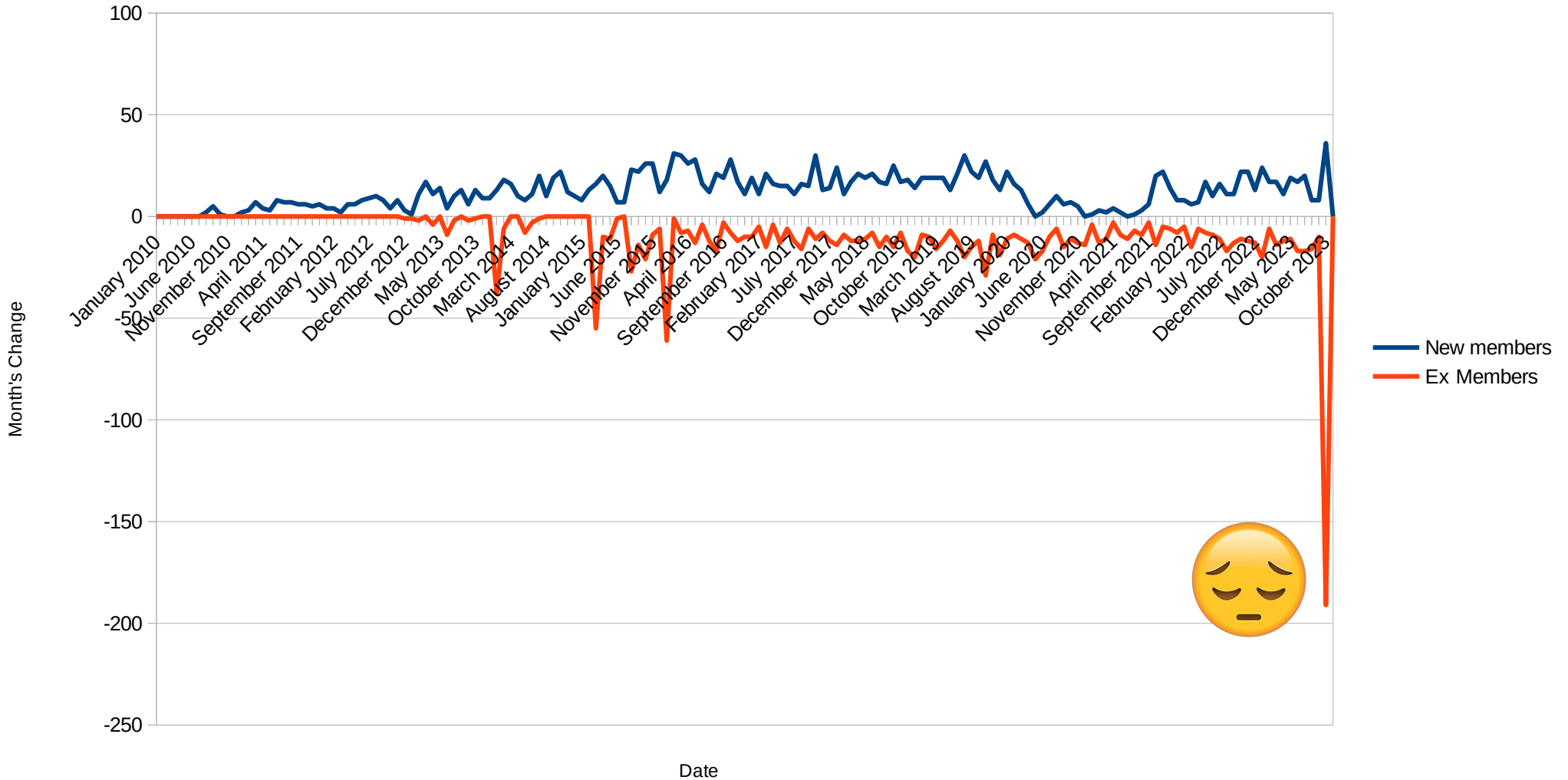
What has the response been?

- Probably heard from about 30-40 of the 150 people paying less than £5, very unclear what the majority will do.

- Zero cases where an individual had emailed us notifying us that they cannot afford membership. It has only been that it is not worth it to them.

    I'm conscious that this might be due to fear or it feeling awkward.
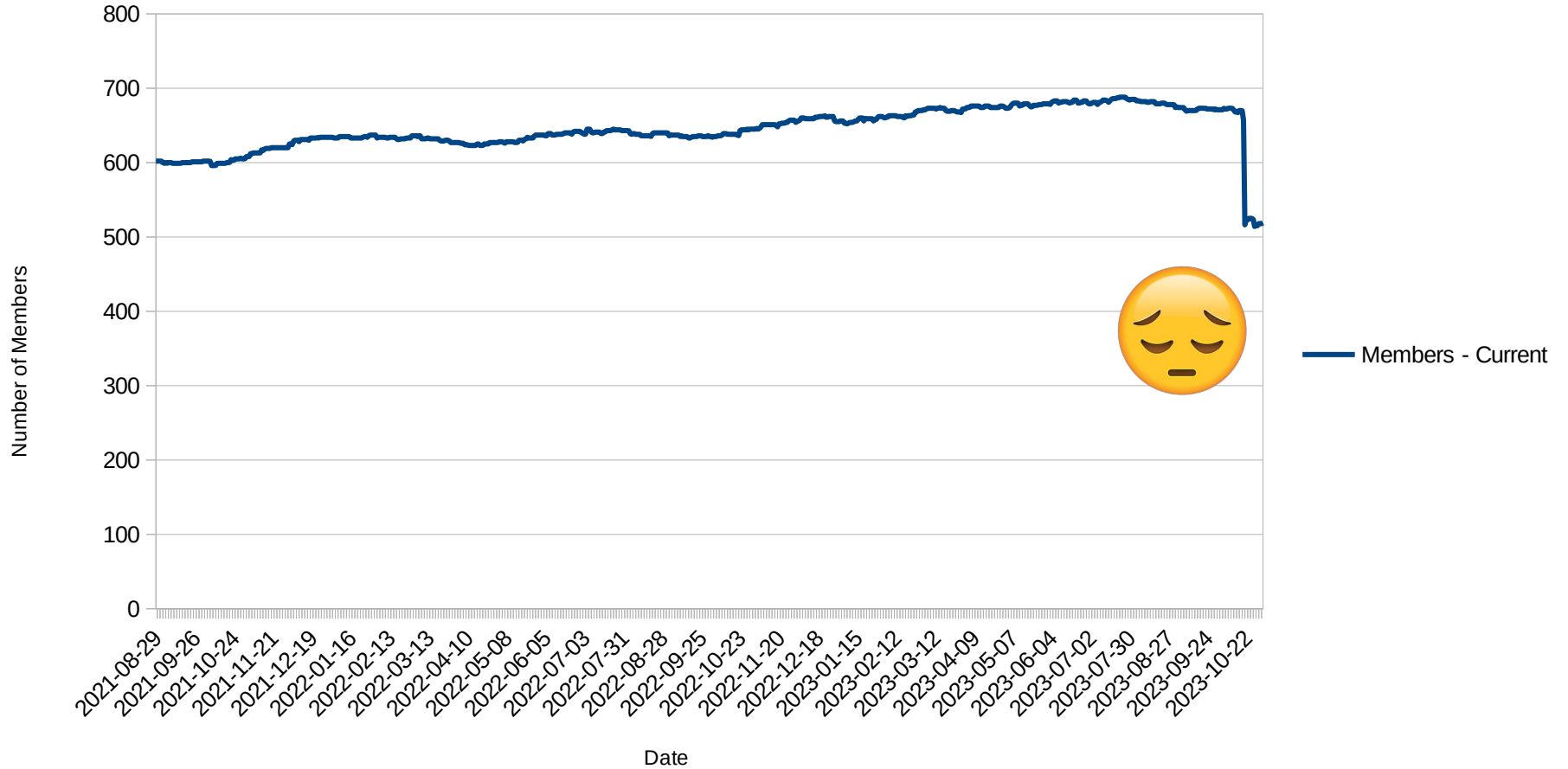   We're not sure what the solution to this would be.

- Most responses have been polite, positive and suggest they will increase their membership fee.

- A few fairly rude responses :'(

Member - New vs Leaving

Month's Change

Date

New members
Ex Members

How does this look in terms of membership count?

Membership Numbers
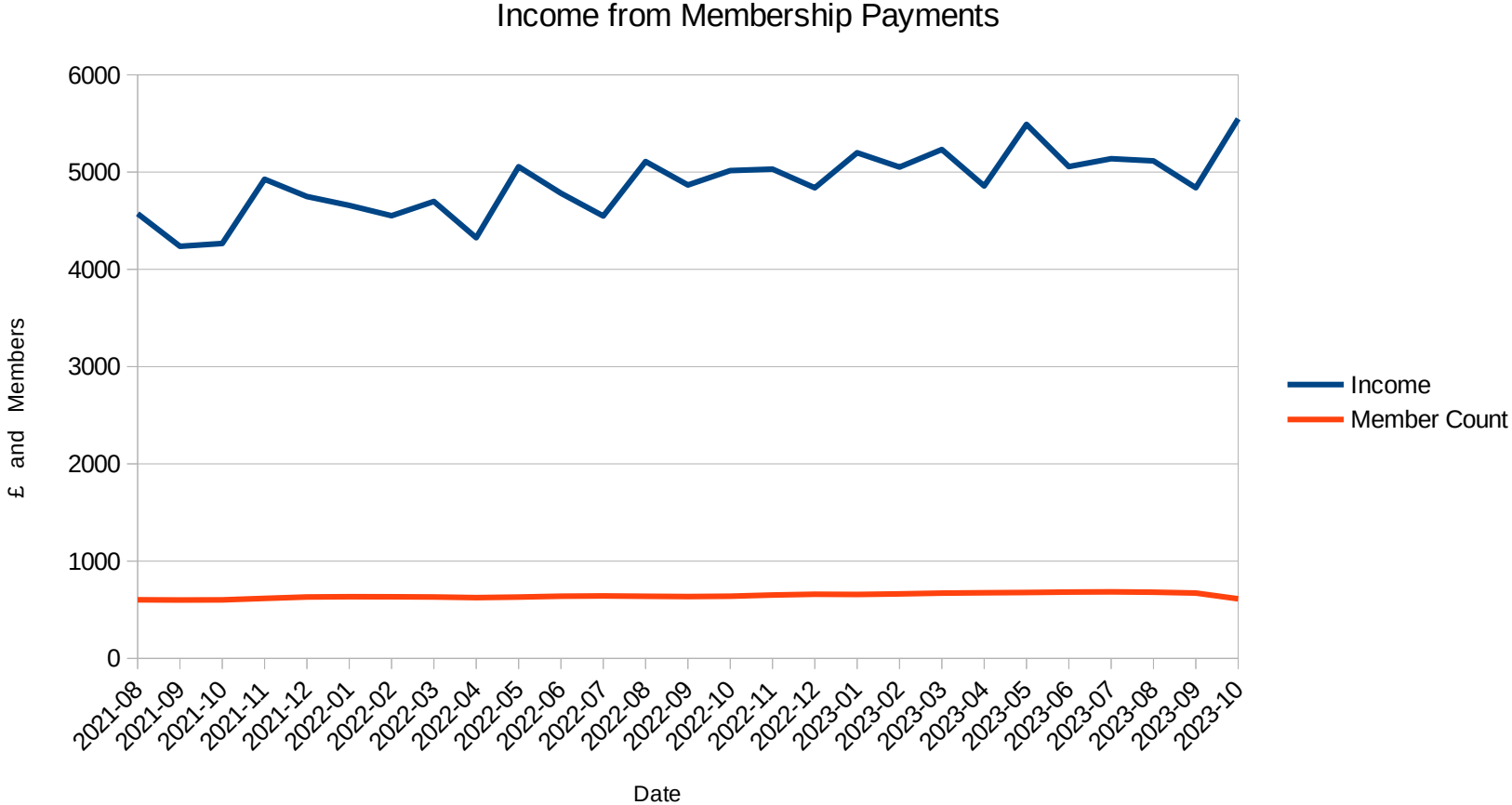
We are currently sitting at 519 members

Roughly 45 members have adjusted their standing order.

- Net change positive, an additional £73/mo
- Some members have reduced their membership payment to the minimum

How does this look in terms of membership income?

Income from Membership Fees

And comparing income from membership payments to member count?

Income from Membership Payments

Some members may cancel their standing order after having received a "Thank you for your donation email" due to a payment under £5 – we'll have a better idea in December.

What's the recommended amount?

Remains £15/mo

This is based on:

- Average monthly expenses of £5500
- Approx 520 members

It provides a buffer for members who cannot afford to pay more, or simply do not want to.