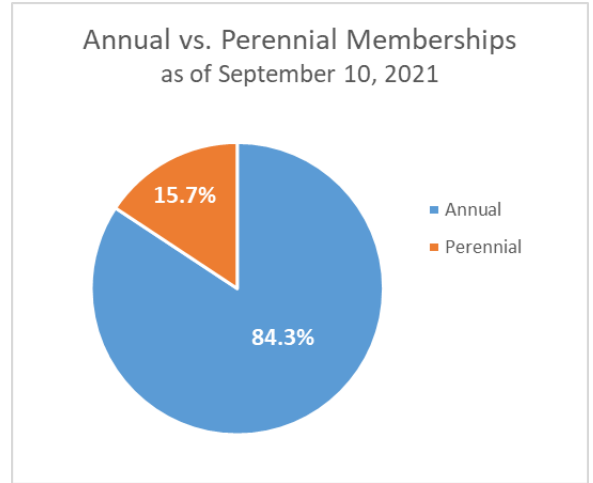
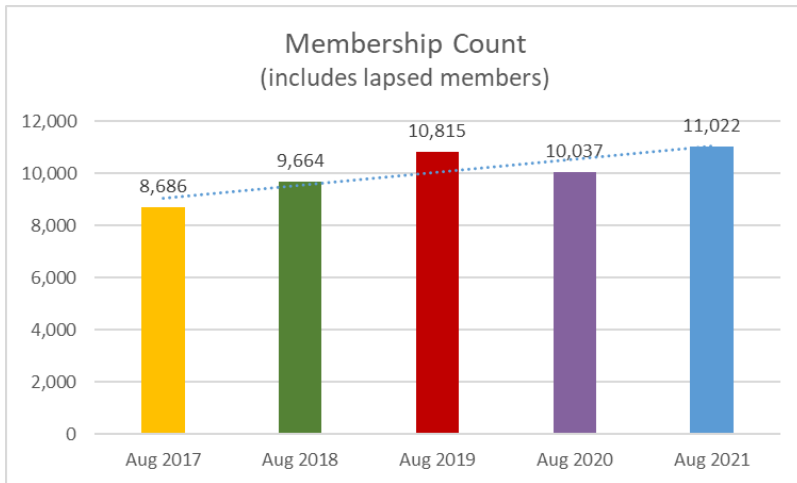


Membership Update for Chapter Council September 2021



Chapter Member Count (and change from January)

| Chapter | Total Members | | |
|------------------------------------|---------------|--------|------------|
| | Jan-21 | Aug 21 | difference |
| Alta Peak | 70 | 74 | 4 |
| Baja California | 5 | 6 | 1 |
| Bristlecone | 154 | 165 | 11 |
| Bryophyte | 32 | 40 | 8 |
| Channel Islands | 238 | 270 | 32 |
| Dorothy King Young | 107 | 112 | 5 |
| East Bay | 936 | 1072 | 136 |
| El Dorado | 151 | 164 | 13 |
| Kern | 80 | 91 | 11 |
| Los Angeles/Santa Monica Mountains | 452 | 512 | 60 |
| Marin | 326 | 374 | 48 |
| Milo Baker | 467 | 502 | 35 |
| Mojave Desert | 46 | 40 | -6 |
| Monterey | 291 | 301 | 10 |
| Mount Lassen | 191 | 190 | -1 |
| Napa Valley | 189 | 195 | 6 |
| No Chapter Requested | 126 | 156 | 30 |
| North Coast | 333 | 356 | 23 |
| North San Joaquin | 57 | 65 | 8 |
| Orange County | 444 | 456 | 12 |
| Redbud | 309 | 333 | 24 |
| Riverside/San Bernardino | 244 | 262 | 18 |
| Sacramento Valley | 632 | 694 | 62 |
| San Diego | 813 | 886 | 73 |
| San Gabriel Mountains | 274 | 298 | 24 |
| San Luis Obispo | 252 | 270 | 18 |
| Sanhedrin | 85 | 85 | 0 |
| Santa Clara Valley | 821 | 886 | 65 |
| Santa Cruz County | 268 | 306 | 38 |
| Sequoia | 105 | 142 | 37 |
| Shasta | 168 | 174 | 6 |
| Sierra Foothills | 135 | 142 | 7 |
| South Coast | 168 | 183 | 15 |
| Tahoe | 31 | 29 | -2 |
| Willis L. Jepson | 73 | 89 | 16 |
| Yerba Buena | 421 | 438 | 17 |

The state office continues to provide **quarterly membership statistics reports** to each chapter, which show the chapter's membership growth over the quarter and over the last five years. The next quarterly report will be provided in mid-October for 2021 Q3 (July-Sept).

In July, the **Membership Workgroup** met to exchange ideas and promising practices related to cultivating members into chapter volunteers and leaders, and to hear some updates from the state office. This was the third quarterly group meeting of 2021 and participants continue to provide positive feedback. The next meeting (in October) will focus on lapsed members - how/when they "lapse" and ideas for reaching out to them. The group will also plan the meeting dates and topics for the 2022 year. Any interested chapter officers and chairs are welcome to attend. (Email Barb Lezon for Zoom info: blezon@cnps.org)

All new CNPS members who have provided us their email address are now receiving **a series of welcome emails** introducing them to CNPS and local native plant resources. Each chapter has its own unique email as part of this series that members will receive within weeks of joining. The goal is to promote an immediate connection with CNPS's work and the member's local chapter. Thanks to all of the chapter volunteers who helped gather links to local resources and photos!

- Welcome email #1 – implemented in Feb 2021 – 1,005 emails sent to date, with a 70.3% open rate
- Welcome email #2 – implemented in July 2021 – 229 chapter-specific emails sent, with a 72.9% open rate!! (For comparison, according to MailChimp, across all sectors the open rate average is 21.33%.)

In the next couple of weeks our **Perennial (recurring gift) members** will receive an email and letter, asking them to increase their monthly gift by a few dollars. This is a common type of appeal in recurring gift programs (for instance National Public Radio does this a few times a year for its recurring gift program). This will be CNPS' first time trying an appeal like this and the Development team will analyze the results to help refine future strategies.

Per a mutual agreement between the LA/Santa Monica Mountains chapter and the San Gabriel Mountains chapter, the state office will be **adjusting the boundary line** on the CNPS map between the two chapters so that it aligns more accurately with current member chapter preferences and assignments.