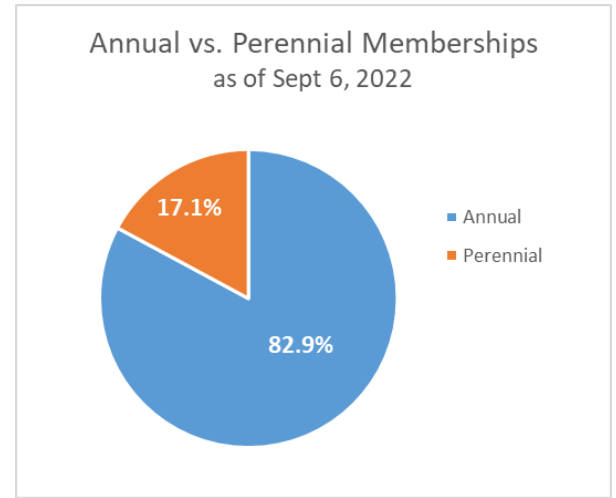
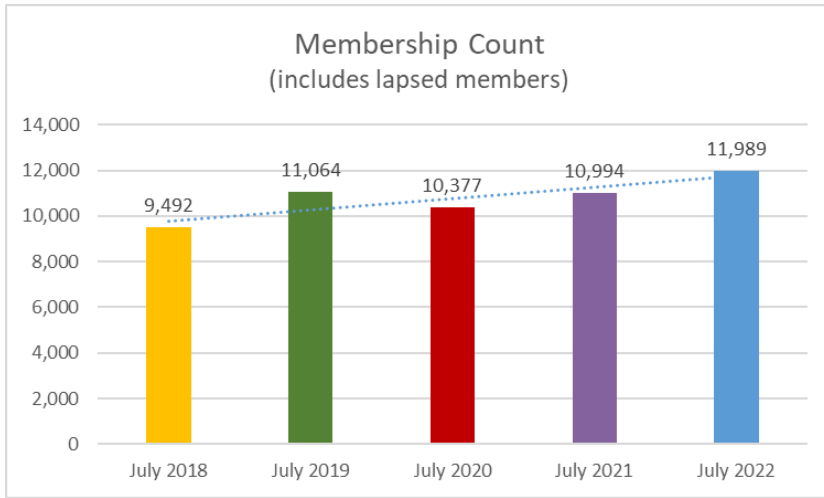


Membership Update for Chapter Council September 2022



Chapter Member Count (and change from January 2022)

| Chapter | Jan-22 | July-22 | difference |
|------------------------------------|--------------|--------------|------------|
| Alta Peak | 67 | 74 | 7 |
| Baja California | 4 | 4 | 0 |
| Bristlecone | 162 | 168 | 6 |
| Bryophyte | 38 | 35 | -3 |
| Channel Islands | 262 | 288 | 26 |
| Dorothy King Young | 108 | 102 | -6 |
| East Bay | 1136 | 1169 | 33 |
| El Dorado | 170 | 191 | 21 |
| Kern | 97 | 103 | 6 |
| Los Angeles/Santa Monica Mountains | 541 | 573 | 32 |
| Marin | 384 | 393 | 9 |
| Milo Baker | 527 | 510 | -17 |
| Mojave Desert | 40 | 43 | 3 |
| Monterey | 332 | 337 | 5 |
| Mount Lassen | 190 | 197 | 7 |
| Napa Valley | 203 | 216 | 13 |
| No Chapter Requested | 154 | 174 | 20 |
| North Coast | 363 | 386 | 23 |
| North San Joaquin | 67 | 79 | 12 |
| Orange County | 495 | 517 | 22 |
| Redbud | 356 | 372 | 16 |
| Riverside/San Bernardino | 303 | 309 | 6 |
| Sacramento Valley | 691 | 737 | 46 |
| San Diego | 910 | 956 | 46 |
| San Gabriel Mountains | 340 | 366 | 26 |
| San Luis Obispo | 286 | 291 | 5 |
| Sanhedrin | 91 | 101 | 10 |
| Santa Clara Valley | 920 | 950 | 30 |
| Santa Cruz County | 334 | 343 | 9 |
| Sequoia | 135 | 125 | -10 |
| Shasta | 175 | 179 | 4 |
| Sierra Foothills | 128 | 132 | 4 |
| South Coast | 171 | 179 | 8 |
| Tahoe | 29 | 38 | 9 |
| Willis L. Jepson | 89 | 102 | 13 |
| Yerba Buena | 413 | 426 | 13 |
| Totals | 10711 | 11165 | |

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 2022 Q3 (July-September).

CNPS conference registrants have the opportunity to add a membership purchase at the time of their online registration. To date, there have been 84 memberships purchased – 26 renewing members, 26 rejoining members, and 32 new members.

This week we launched the **Perennial vote campaign** giving our Perennial members a chance to vote for their favorite native plant design (see below) that will appear on the 2023 Perennial gift - a coaster this year. Members will receive an email linking them to a Google form to cast their vote. They'll also have the chance to answer a few survey questions, providing us with valuable feedback. (These are the same survey questions we include in the mailed renewal packet for non-Perennial members.)



Chapter membership chairs (and other officers) recently provided **updates to the chapter-specific emails** that are sent to new members. This email is part of a welcome email series sent from the central office shortly after a member joins CNPS. The chapter-focused email is very successful!

- The open rate is 77.7% (national average open rates for emails range from 15-20%).
- And the click-through rate is 32.6% (average being 2.5%)!!

Thank you to the chapter folks who reviewed these emails and provided updates.

In July, the **Membership Chair Workgroup** met to discuss complimentary memberships and how chapters can request them. The central office staff also shared response rates for the various renewal reminders sent to members, and discussed how chapters might help increase the number of members who renew. The next meeting will be in October. Any interested chapter officers and chairs are welcome to attend. Email Barb Lezon blezon@cnps.org

In late May the central office launched its second **Perennial Upgrade campaign** in which recurring gift members are thanked for their ongoing support and asked to increase their monthly gift by a few dollars. We received 29 positive responses – resulting in increased monthly revenue. This will continue to be an annual campaign.

In May the central office also launched an **“Opt back in” campaign** directed to members who are opted out of receiving CNPS emails (this means ALL chapter and central office emails). These folks are missing updates, news and even some member benefits. An email was sent to nearly 2,000 active and lapsed members noting that they are currently not receiving their digital members benefits (digital Flora, eNews, and chapter e-newsletters). We received positive responses from about 20% asking to opt back in. We will plan to do this at least once a year, since some folks opt out accidentally and may not even realize it.