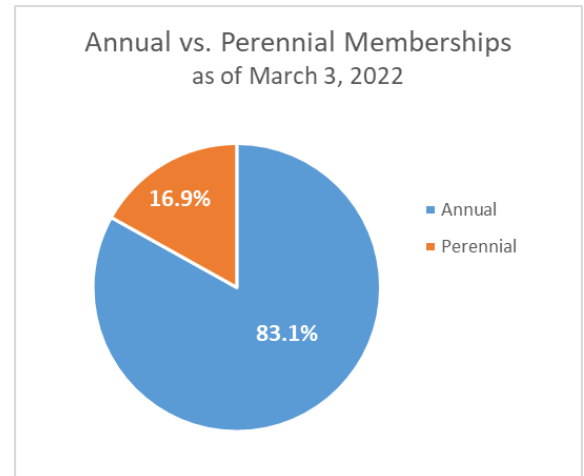
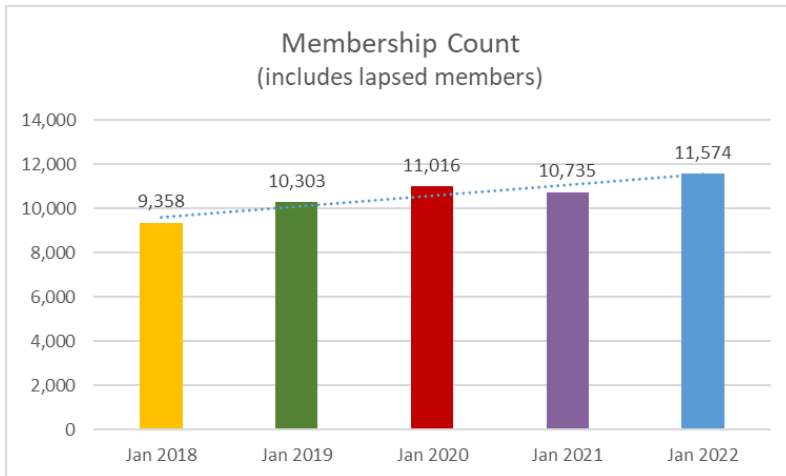


Membership Update for Chapter Council March 2022



Chapter Member Count (does not include lapsed members)

Chapter	Total Members
	Jan-22
Alta Peak	67
Baja California	4
Bristlecone	162
Bryophyte	38
Channel Islands	262
Dorothy King Young	108
East Bay	1136
El Dorado	170
Kern	97
Los Angeles/Santa Monica Mountains	541
Marin	384
Milo Baker	527
Mojave Desert	40
Monterey	332
Mount Lassen	190
Napa Valley	203
No Chapter Requested	154
North Coast	363
North San Joaquin	67
Orange County	495
Redbud	356
Riverside/San Bernardino	303
Sacramento Valley	691
San Diego	910
San Gabriel Mountains	340
San Luis Obispo	286
Sanhedrin	91
Santa Clara Valley	920
Santa Cruz County	334
Sequoia	135
Shasta	175
Sierra Foothills	128
South Coast	171
Tahoe	29
Willis L. Jepson	89
Yerba Buena	413
Totals	10711

The 2022 member renewal reminder letters now include **survey questions designed to help chapters** better engage with their constituents. The following questions/boxes have been added to the membership renewal reply slips:

- “Which native plant cause is of most interest to you?” (Conservation, Plant science, Education, Horticulture/gardening)
- “I’d like to be informed about volunteer opportunities at my local chapter.”
- “Please ensure I receive electronic CNPS updates (including chapter newsletters and early-access digital *Flora* magazine).”

Answers to these are recorded in the member’s record in our database and are passed along to the chapters. We have already had many responses to the survey questions and we hope this will assist chapters in tailoring their outreach to these members!

In January several **enhancements to the monthly chapter membership report** were rolled out, which included removing obsolete fields and the addition of the following member record fields:

- *Membership subcategory* (will identify Perennial members, and the type of comp membership)
- *Interested in volunteering?* When a member indicates an interest in volunteering it will appear on the monthly report.
- *Secondary interest* and up to five additional *Interests*. Primary interest was already included on the reports- we have added additional interest fields for those members who have indicated multiple areas of interest.

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 last quarterly report was provided in late-January for 2021 Q4 (Oct-Dec) and the 2022 Q1 report will be provided in April.

In January, the **Membership Workgroup** met to brainstorm ideas for new chapter outreach materials and tools. (The results of the discussion were provided to Public Affairs.) The SCV chapter shared information about its MeetUp membership campaign. And the central office shared information and resources related to the spring membership discount for chapter plant sales and garden tours. This was the first quarterly group meeting of 2022.