

2024 Convention Board Meeting Membership Report

Jessica Paugh-Warnke, Membership Committee Chair

2024 MEMBERSHIP GOAL

	Gains	Losses	Net Member
Projected Carrier	24	-14	10
Projected Allied	31	-14	17
Net Members	55	-28	27
Net increase in income			\$30,035

2024 MEMBERSHIP ACTUAL – 9/23/2024

	Gains	Losses	Net Member
Carriers & Non-Asset	11 / \$12,800	-18 / \$21,140	-7
Allied	22 / \$15,290	-11 / \$7,645	11
Net Members	33 / \$28,090	-29 / \$28,785	4
Net increase in Income			(\$695.00)

WHO DO YOU KNOW?

TO ATTAIN THE MEMBERSHIP GOAL THE FOLLOWING INITIATIVES ARE PLANNED

- We are outsourcing a marketing and sales firm to help generate new membership leads.
- We have hired Jackson (part-time) to focus on prospecting
- We will be focusing on building our education and safety services to attract new carrier members.