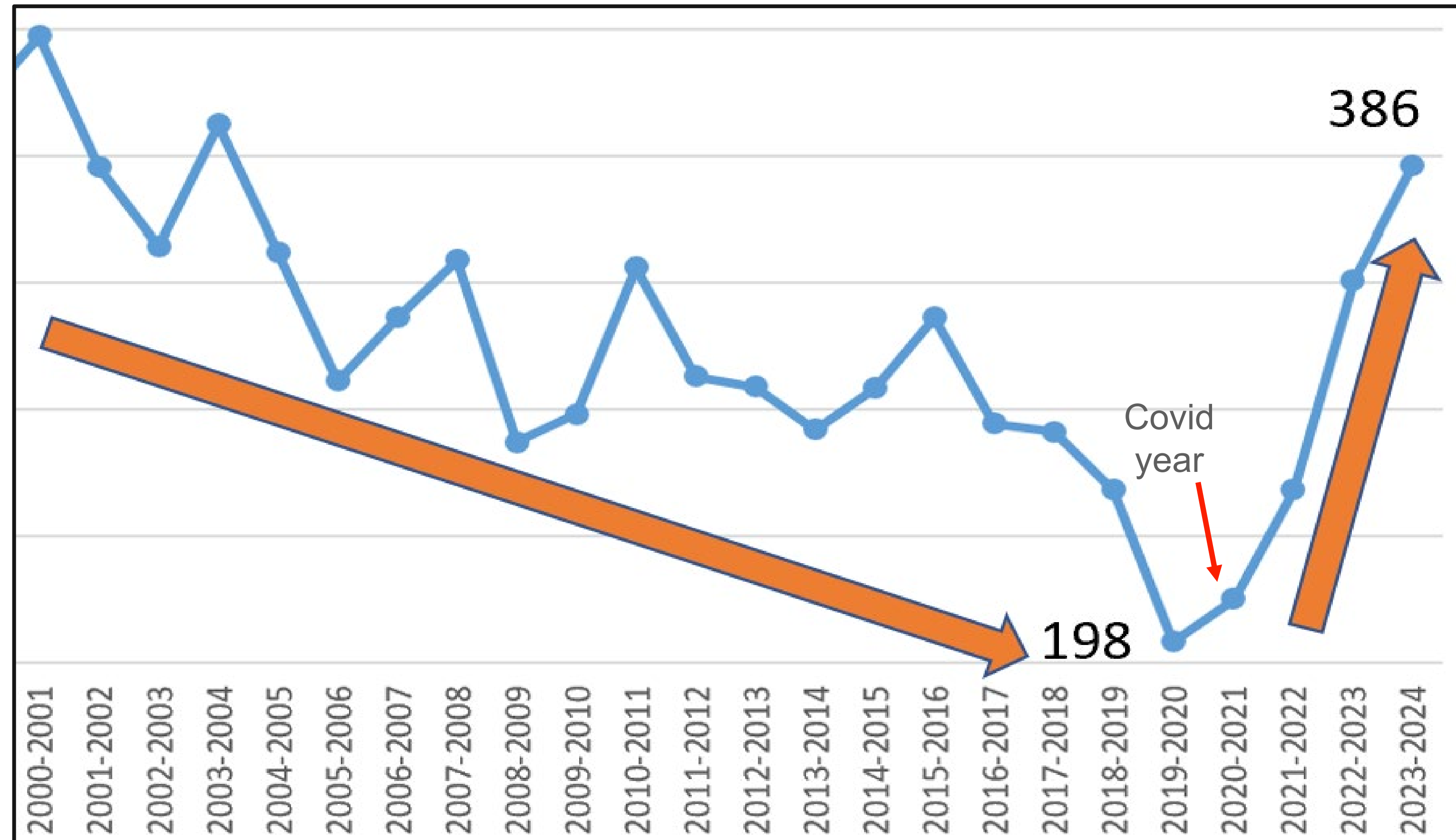


Membership Numbers Since 2000-2001



The Houston Symphony League embarked on a five-year Strategic Plan in 2020 to sustainably grow membership after 19 years of general decline.

Membership Strategic Plan Phases and Timeline

2020-2021 1. Stop the Bleeding – website and application processes

2021-2022 2. Improve Data Management

2022-2023 3. Assess and Focus on What Works

 **2023-2024 4. New Processes for Retention**

2024-2025 5. Assess and Adjust Plans

Engaging for Retention – New Members

- Increased the number of Mentoring Chairs from **one to two** and **restructured** their roles
- Created a **first-year onboarding process**
- New in-hall volunteer opportunities offered **first to new members**
- Introduced Student Concert volunteer **New Member Days**
- Name tag **ribbons** to indicate NEW MEMBER

Engaging for Retention – Existing Members

- **Quarterly Zoom** calls open to anyone
- Board members encouraged to greet members who seemed to be **alone at events**
- Encouraged members to **register** on our website's private Members Only section
- New renewal initiative for **Longtime Members** with 30+ years

Get Their Attention



Hello, League Friends,

April is a time for renewal and a time to renew your membership! Our goal is to get everyone renewed before the President's Lunch on May 16, 2024. After that date, we will be doing our mailings.

Hello, League Friends,



This is not a rest musical symbol but a "Repeat" which is what we'd like for you to do starting on March 1! That is when our 2024-2025 membership renewal process begins so don't wait and renew starting on **March 1**.

Hello, League Friends,



Don't be "cleffed out"! Renew your membership starting on **March 1**! Our goal is to get everyone renewed before the President's Lunch on May 16, 2024. After that date, we will be doing our mailings.

Hello, League Friends,

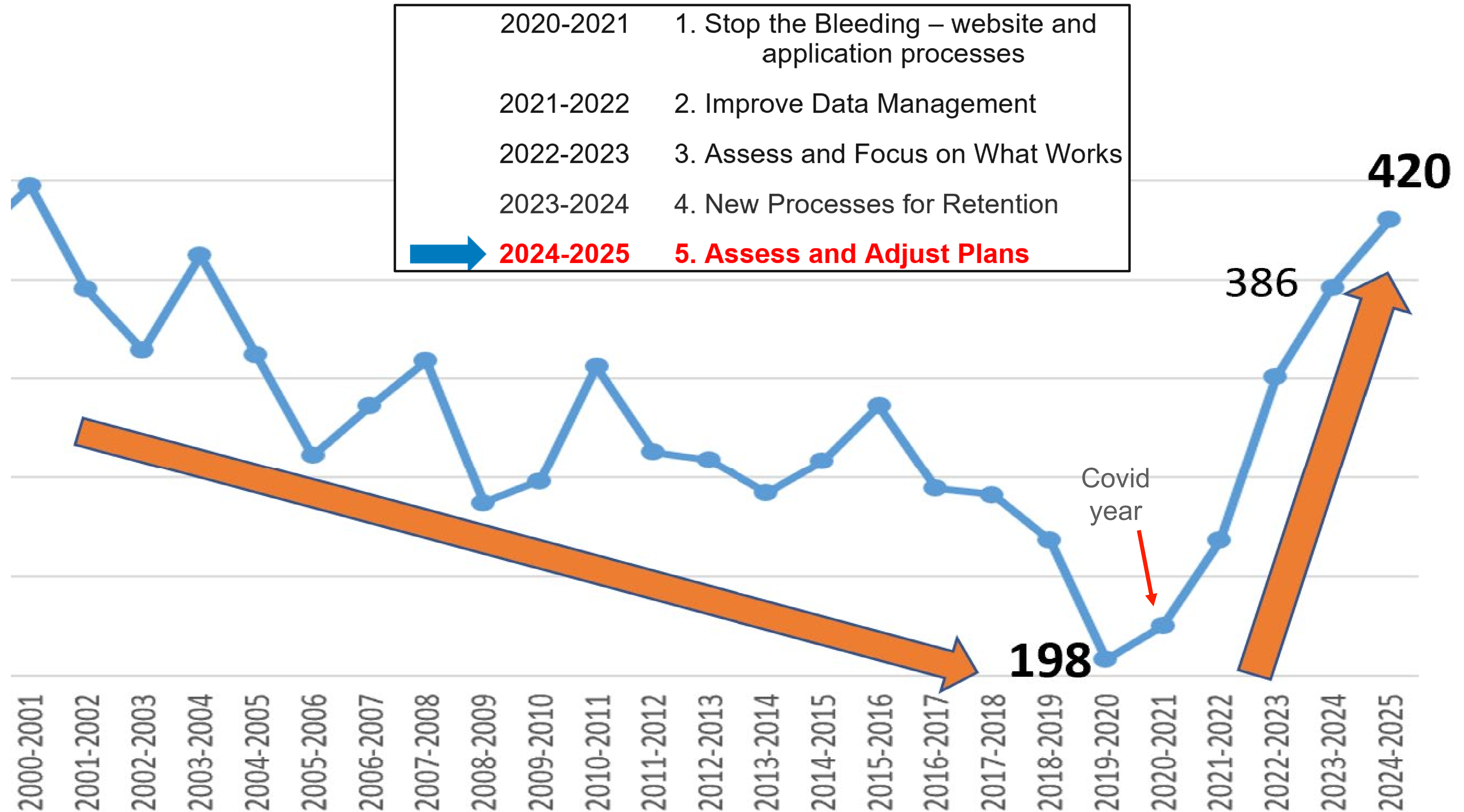


TAKE NOTE! Time is running out to renew your membership! If you renew or join before **June 15**, your name will go into a drawing for a fabulous gift! And if you want your name in the directory, you will need to renew by **June 30**!

Results of Phase 4 Retention Project (2023-2024)

- Overall renewal rate of **90%** exceeding our goal of 80%
- **75%** renewal rate for new members exceeding our goal of 65%
- **12%** growth for a total of 386 members
- New Member registration on the Members Only private webpage grew from 19% to **50%**
- Another **League record** for membership dues
- Higher renewal rate for new members who volunteered – **88%** versus 75% for all new members
- Long-term members with over 30 years showed a **100%** renewal rate versus 90% in previous years

Membership Trend Update



Membership Retention Best Practices

- Have a mentoring chair for your new members
- Get those new members involved – committees, volunteering, working events,...
- Don't forget the Long-term members
- Find ways to treat your members so they feel valued, so they come back