MEMBERSHIP COMMITTEE ANNUAL REPORT, 2010-2011

Submitted by Millard Susman, Co-Chair

The Membership Committee made two suggestions for special offers that might attract new members and help to reduce attrition of members. The first of these is a six-year membership for the price of five years’ dues (i.e., 6 years for $100). The second is a life membership for $300 (which is available only if the member or, in the case of a couple’s membership, at least one member of the couple is receiving a pension from WRS). These recommendations were approved by the Retirement Association Board and offered for the first time this year. There are now 17 life memberships in the Association and 78 six-year memberships.

The Membership Committee sends letters each year to new retirees whose complimentary one-year subscription to The Sifter is about to expire urging them to become full members. In addition, we write to people whose memberships are about to expire and to people who have recently allowed their memberships to lapse to urge them to renew. The language of these letters is reviewed and revised annually in hopes of making them as irresistible as possible.

Committee members personalize many of these letters by writing notes to the recipients. We believe this is an effective way to stimulate renewals on the part of lapsed members who might otherwise put off the task and then forget about it.

2010-11 committee: Sharon Brown, Kelly Clifton, Chère Gibson, Jim Hanson, Steve Myrah, Millard Susman and Char Tortorice (co-chairs), Ann Wallace (ex officio)