

Report of the Membership Retention Committee

The pandemic has not been kind to our UCT councils and our inactivity throughout our communities has caused our members to become complacent and lose their passion. We can only hope that things will improve as our countries start to open up and return to normal.

Retaining membership must be our primary focus. We continue to encourage signing new members, but it doesn't help if we keep losing members due to lapses or cancellations. We must maintain our membership in order to promote growth. We strongly encourage our regional membership directors to reach out to the local councils and inspire them to work on retaining their members, even if just at a fraternal level.

Personally contacting members who have lapsed or cancelled is the only chance we have to get them to renew; let them know that we value their membership and it makes a difference. The responsibility doesn't land solely on the shoulders of the membership directors; it falls on all of us. We encourage each and every one of you to help keep our members active so that UCT can continue to serve our local communities. Members are more likely to retain their membership if they feel valued and see that they are making a difference within the community.

The 2021-2022 membership year saw a 7.66% loss. The year began at 33,165 members and ended at 30,626 members. Of those numbers, 1,308 were new or reinstated, 3,630 were lapsed or cancelled, and there were 1,177 deaths. As you can see, the lapsed or cancelled category reflects our biggest loss. We must work harder on retention, beginning at the local level.

The Membership Retention Committee, made up of Mike Morris, Janelle Gautreaux, Marcia Hoos, and Wynn Brown, wishes to thank UCT President, Dianna Wolfe for allowing us to serve on this committee; it was a pleasure serving you and UCT.

Wynn Brown, Chairperson

Mike Morris

Janelle Gautreaux

Marcia Hoos