

YALSA Membership

As of January 12, 2023 YALSA membership total - 3, 077. Number reflects all year-to-date data.

Recruitment

To encourage lapsed members to renew their YALSA membership I mailed post cards to 2,371 lapsed members encouraging them to renew their membership. The wording on the post card read,

“We Miss You! Rejoin YALSA by August 15, 2022, for a chance to win free registration for 2022 YA Symposium in Baltimore Maryland.”

Post cards were mailed May 23, 2022 – 75 lapsed members renewed membership.

New Recruitment Initiatives

- ◆ Implemented Member of the Month August 2022. The benefits of being Member of the Month are:

- the YALSA member is highlighted in YALSA e-news and YALSA website.
- an Award Certificate is sent to the member with a YALSA Member of the Month lapel pin.

Masterclass subscription project will be forthcoming. we have been awarded 4,200 subscriptions to use as member benefits.

We Continue

Promote a feeling of cohesiveness with the YALSA office sending welcome emails to new members.

- the welcome email highlights how to make the most of a YALSA membership, i.e. variety of ways to participate at various commitment levels.
- host quarterly membership meetings via zoom.

Respond to membership emails with a phone call or email.

Miscellaneous

Worked with President and President-