

### **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-elect on committee appointments.
- ◆ Worked with the Executive Director finalizing 2023 YALSA election slate.