



AMCTO STAFF REPORT

TO: AMCTO Board of Directors
RE: AMCTO Membership Update
FROM: Nathalie Plourde, Advisor, Membership and Accreditation
REPORT DATE: February 25, 2022

PURPOSE: To provide the AMCTO Board of Directors with current membership data and activity related to attraction and retention of members.

RECOMMENDATION: For Information

HISTORICAL BACKGROUND:

The historical background will provide membership comparative data analysis and recent attractions/retention activity to date for current fiscal year.

Active Members - Comparison 2021 vs 2022

Membership Category	Active Members (Feb 2021)	Active Members (Feb 2022)
Full	1477	1529
Associate	71	62
New Professional	189	168
Retired	277	280
Member In Transition	33	17
Honourary	10	10
Student	74	27
Total	2131	2094

ANALYSIS OF ISSUE/S:

AMCTO membership has increased by 52 full member category over prior year. The new professional category had 21 fewer members in 2022 with having 41 members move into full member category. The member in transition category had a decrease with up to 50% fewer requiring support for 2022. The retired category did not have a notable change from prior year. The student member category requires proof of student status to continue membership for 2022. AMCTO staff is currently awaiting student proof of enrollment to from those within



category to re-activate their status. The number of student members is expected to increase for next reporting period.

New Member Joins - Comparison 2021 vs 2022

Membership Category	New Members 2021	New Members 2022
Full	80	92
Associate	2	4
New Professional	21	27
Student	33	22
Total	136	145

AMCTO has attracted **145** new members to date for 2022. All membership categories except for student member have increased by 10% or higher over prior year. An overall increase of 9 new members over the prior year.

New Member Promotion

AMCTO initiated a marketing campaign to recruit new members during the off-peak period beginning December through to January 31, 2022. The limited time offer provided a 20% savings off the regular rate in the full and associate member categories on the first year of membership. The promotion targeted non-members participating in AMCTO professional development programs over the past year.

The campaign featured a special video message from AMCTO Executive Director sharing the benefits of membership, presented opportunities to advance their municipal expertise and the importance of participating in their professional community. All applicants received a discounted rate for their AMCTO membership.

AMCTO staff will continue to explore new opportunities to attract and retain new members in 2022.

2022 Membership That Matters (Appendix 1)

The 2022 Membership That Matters appendix includes membership information from November 17, 2021 – February 16, 2022. AMCTO attracted a total of **91** new members during this period. An increase of **3** members over the prior year period. AMCTO Zones that attracted more than 15% of new members were Zone 2 and Zone 4.



New Members by Zones

Zones	New Members	Percentage (%)
Zone 1	3	3%
Zone 2	16	18%
Zone 3	14	15%
Zone 4	15	16%
Zone 5	10	11%
Zone 6	12	13%
Zone 7	11	12%
Zone 8	5	5%
Zone 9	5	5%

**Includes student members*

2022 Annual Membership Renewal

The AMCTO launched the annual membership renewal on November 1, 2021. AMCTO members received renewal invoices and personalized letter from AMCTO Executive Director. The letter presented AMCTO’s exclusive member benefits and thanked them for their valuable input in member survey to help inform new strategic plan. It extended support during uncertain financial environment by membership dues being frozen for the second consecutive year.

AMCTO highlighted their exciting learning and networking opportunities for the upcoming year that included AMCTO Connect virtual platform, important election-focused training to help prepare for upcoming elections and the return of AMCTO’s premier professional development event – the annual conference.

Members received monthly email reminders leading up membership renewal deadline of January 31, 2022. Currently, **80% of members** have paid their membership dues. A **5%** increase of members remitting their payment over prior year.

Staff have commenced the process of sending reminder renewal notices and contacting unpaid members on renewing their membership.

FINANCIAL IMPACT:

The association is on track to achieve budget projection targets for 2022 membership year.

LINK TO STRATEGIC GOALS/PRIORITIES:

To retain existing members and attract new members to ensure the ongoing viability and influence of AMCTO.