

NPSNM MEMBERSHIP REPORT - 2020

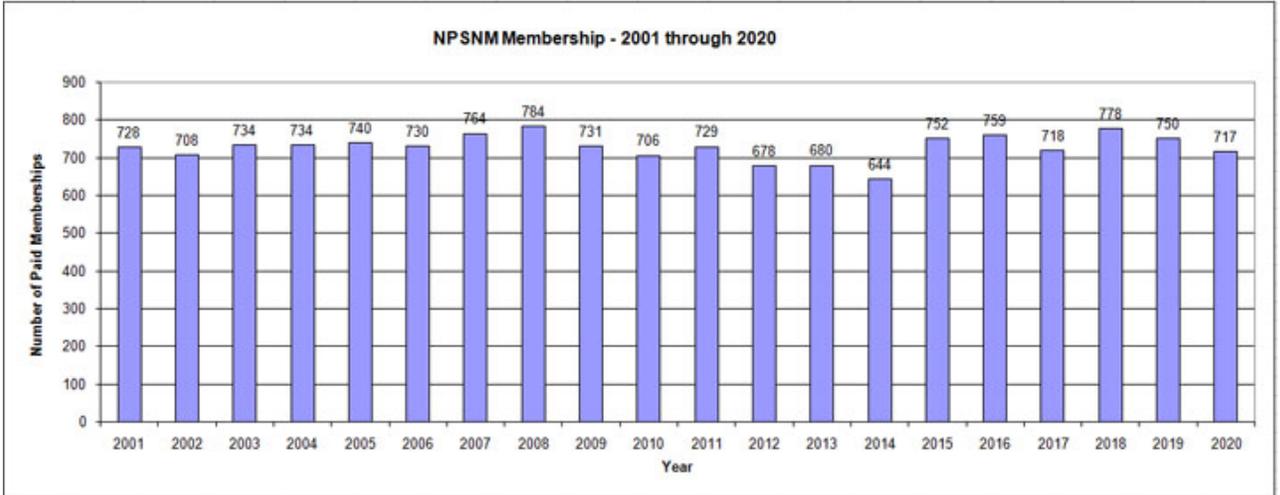
A. MEMBERSHIP NUMBERS

With the exception of life memberships, the following numbers represent those memberships that had paid NPSNM dues and were on the NPSNM database files as of December 31, 2020.

1. Total number of memberships on the NPSNM list as of December 31, 2020:

Paid Memberships	676	(709 in 2019)	(down 33 since 2019)
Life Members	41	(41 in 2019)	(no change since 2019)
TOTAL	717	(750 in 2019)	(down 33 since 2019)

2. Comparison of current total of 717 (676 paid and 41 life members) with those from past membership reports:



3. NPSNM Paid Memberships per Chapter (not including Life members) as of 12/31/20:

Albuquerque	159	(168 in 2019)	(down 9 since 2019)
El Paso	46	(63 in 2019)	(down 17 since 2019)
Gila	111	(104 in 2019)	(up 7 since 2019)
Las Cruces	71	(80 in 2019)	(down 9 since 2019)
Otero	43	(47 in 2019)	(down 4 since 2019)
Santa Fe	141	(149 in 2019)	(down 8 since 2019)
Taos	84	(77 in 2019)	(up 7 since 2019)
UA (unaffiliated)	21	(21 in 2019)	(no change since 2019)
Total paid mem.:	676	(709 in 2019)	(down 33 since 2019)

4. Advertisers, Complimentary, Exchange, Herbarium and Library Memberships:

Advertisers	6	(6 in 2019)	(no change since 2019)
Complimentary	32	(32 in 2019)	(no change since 2019)
Exchanges	23	(23 in 2019)	(no change since 2019)
Herbarium	3	(3 in 2019)	(no change since 2019)
Library	24	(24 in 2019)	(no change since 2019)
TOTAL	88	(88 in 2019)	(no change since 2019)

5. 2020 Annual Membership Dues and Rebates to NPSNM's Chapters:

Total membership dues received in 2020 were **\$27,340.00** (compared to \$26,965.00 in 2019). Of the total membership dues received from NPSNM in 2020, memberships affiliated with chapters amounted to \$26,695.00, while \$645.00 was collected from 17 unaffiliated memberships in 2020.

Rebate calculations do not include unpaid dues prior to December 31, 2020 or unaffiliated memberships. 25% of membership dues received by each chapter are returned as shown below. The total of all chapter rebates for 2020 was **\$6,673.75**.

Albuquerque	\$1570.00
El Paso	\$355.00
Gila	\$1095.00
Las Cruces	\$952.50
Otero	\$352.50
Santa Fe	\$1576.25
Taos	\$772.50

TOTAL of all chapter rebates for 2020 = **\$6,673.75**

Money received to pay for life memberships is included in dues totals if received in the past year. The life membership amount is included as part of the appropriate chapter's rebate of 25% (unless the person is not a member of a chapter). Life memberships are memberships "paid in full throughout time," so once paid, there will be no additional rebates forthcoming to chapters.

The amount of \$20,666.25 will remain with NPSNM treasury after delivery of chapter rebates amounting to \$6,673.75.

B. MEMBER CATEGORIES AND DELETIONS

1. New Memberships in 2020:

A total of **104** new memberships joined NPSNM in 2020 (up 10 from 2019).

2. PayPal usage in 2020:

372 members utilized the online PayPal application in 2020. **84** of them were new members. In 2019, PayPal was utilized by 335 members, of which 66 were new members.

3. Regular dues payments in 2020:

- **11** Student/Teacher memberships paying at the \$15 or \$20 level (down 15 from 2019).
- **437** Regular memberships paying at the \$25 or \$30 level (down 23 from 2019).
- **140** Family memberships paying at the \$45 level (down 5 from 2019).

4. Friends, Sponsors, Patrons and Life Members in 2020:

- **59** Friends paying at the \$60 level (up 2 from 2019).
- **23** Sponsors paying at the \$125 level (up 6 from 2019).
- **6** Patrons paying at the \$250 level (up 2 from 2019).
- **41** Life Memberships (no change from 2019).

	Friends – \$60	Sponsors - \$125	Patrons - \$250	Life
Albuquerque	11	6	0	10
El Paso	2	0	0	0
Gila	10	0	1	3
Las Cruces	9	4	1	7
Otero	1	1	1	7
Santa Fe	14	9	2	10
Taos	8	3	1	1
Unaffiliated	4	0	0	3
TOTALS	59	23	6	41

Notes: Members are counted if they made a dues payment in the “current year” or if they are current in their dues for more than one year but did not actually make a payment in the "current year". For example, a member who has paid twice at the end of the previous year is counted as a paid member in the "current year" but is not counted in dues paid for the "current year". This procedure has been implemented to keep better track of dues money collected and also to fairly distribute chapter rebates for only money received within the "current year".

Dues were updated in **2018** at the following rates:

Individual \$30.00
Family \$45.00
Friend of the Society \$60.00
Sponsor \$125.00
Patron \$250.00
Life Member \$1,000.00
Student / Teacher \$20.00

A few members send in dues renewals using old rates; most of these have outdated renewal forms which they have saved from previous years, so they are given a “grace year”. A considerable number of members (between 15-20%) downgraded their memberships in 2016, possibly to avoid the dues increase. This downgrading of memberships decreased dramatically in 2017 and 2018 and stabilized in 2019.

5. Deletions

There were **154** deletions from the membership database in 2020. This compares to 141 deletions in 2019. These deletions consist mostly of past members who did not renew their memberships. All those who didn't renew had been sent three renewal notices, except in cases where members informed they were not renewing, or for deceased members. A deleted member can be reinstated upon payment of dues.

Albuquerque: 37 (up 2 from 2019)
El Paso: 19 (up 10 from 2019)
Gila: 19 (down 4 from 2019)
Las Cruces: 23 (up 13 from 2019)
Otero: 10 (up 1 from 2019)
Santa Fe: 29 (down 13 from 2019)
Taos: 12 (no change from 2019)
Unaffiliated: 5 (up 5 from 2019)

C. MEMBERSHIP RENEWAL COST REDUCTION

Beginning in the third quarter of 2015 a new membership renewal cost reduction strategy was implemented. Members who need to renew have always been sent a physical membership renewal form approximately 6 weeks before their membership expires. Those who do not respond to this first mailing are sent a second membership form approximately 2 weeks before their membership expires. The estimated cost of these mailings (for forms and postage only) comes to between \$1.12 and \$2.24 per member (or, for example, \$757.12 and \$1514.24 for 676 paying members); totals depend on whether members respond to the first or second mailed request for dues.

All members who need to renew are **now emailed twice** with the information they need for renewal. No physical forms are mailed. They are requested to simply send in their dues check, no form needed, or use our online PayPal system. Those who do not respond to the two email requests or who have no email address are then sent their physical renewal form(s) in the mail. **Approximately 35% of members responded to the email requests for membership renewal in 2020** (up from 10-15% in 2019), saving NPSNM considerable money in forms and postage costs. The response to email renewals is increasing each quarter, which translates to increased savings for NPSNM.

D. CHAPTER MEMBERSHIP SECRETARIES

The NPSNM Membership Secretary relies on help from the chapter membership secretaries and others within each local chapter. Thus, a working network evolves in which information is shared, and day-to-day issues are addressed – for example, a member’s change of contact information, requests for application brochures, questions regarding membership status, misplaced renewals, lost newsletters, and more. Rarely a day goes by without one or more membership matters being addressed.

Albuquerque	Ann-Marie Yaroslaski marannyar@yahoo.com
El Paso	Julia Bailey julia.bailey@sbcglobal.net
Gila	Joan Limmer elroy.limmer@gmail.com
Las Cruces	John Freyermuth szygint4@hotmail.com
Otero	Helgi Osterreich hkasak@netmdc.com
Santa Fe	Joan West joanwest1@yahoo.com
Taos	Jan Martenson taosnps@gmail.com

Respectfully Submitted,
Lindsey Kirchhevel, NPSNM Membership Coordinator
John Freyermuth, Statistical Data