



IDAHO LIBRARY

November 17, 2004

Dear ILA Board:

I am pleased to give you an update on the membership committee's work toward our 2004 goals:

1. Increase general paid membership by 9 percent (21 members) from 209 to 230. **We have 424 general paid members.**
2. Recruit 50 new members. Send thank you letter to 2003-new members. **We have 71 new members.**
3. Increase Trustee & Friends membership by 5 percent (9 members) from 161 to 170. **We have 95 trustee & friend members, 56 percent of our goal.**
4. Increase Trustee/Friends annual conference attendance from 16 to 25. **12 Trustees and Friends attended the 2004 ILA conference.**
5. Launch a marketing campaign to increase new member annual conference attendance. **We sent Friends & Trustee ILA Members living in southwestern Idaho postcards asking them to attend.**
6. Increase institutional revenue by 6 percent (to 30 members) from \$2100 to \$2250. **We have 21 institutional members and \$1575 in revenue, 70 percent of our goal.**
7. Sell/renew five corporate memberships with projected revenue of \$1000.00. **We have 3 corporate members and \$600 in revenue, 60 percent of our goal.**
8. Increase membership revenue by 9 percent from \$16,769 to \$18,415 **To date, membership revenue is \$15,702, 85 percent of our goal.**
9. Report to the board on results November 2004



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