

VICTORIA NIKKEI CULTURAL SOCIETY MEMBERSHIP REPORT for 2023

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Year 2023 ended with a total of 161 paid memberships. Following is a quantitative summary of paid memberships as compared to 2022

Membership	2022	Revenue	2023	Revenue
Family	65	\$975.00	91	\$ 1,365.00
Individual	44	\$440.00	70	\$ 700.00
Total	109	\$1,415.00	161	\$ 2,065.00
New	32		25	
Renewal	77		136	
Total	109		161	
Payment				
Cash			22	
Cheque	55		27	
E transfer	12		33	
Pay Pal	42		62	
Unknown			17	
Total	109		161	

The figures indicate that even without a focused effort to increasing memberships, there has been an increase of 52 memberships in the 2023 year

Of note and importance as of December 31, 2023, there are 237 individuals who have not renewed their memberships.

In 2024, VNCS will undertake a major project to facilitate new technology to enhance the membership process. This technology will facilitate improved efficiency and accuracy and provide a more user friendly process to becoming a member. Such features as automated confirmation of membership and reminder notices for renewal will provide an enhanced membership process.

Of note in 2023, 85% of members renewed their membership. This suggests that even without a reminder process that member commitment of current members is good. Improved technology will be a great enhancement to maintain this ongoing membership engagement.