

Membership Committee's Fall Report to the CPFI Board of Directors
Virtual Meeting Southeastern Christian Church, Louisville, KY
November 12, 2020

The 2019-2020 Membership Committee professional members are Keith Allhands, Susan Smith, Fred Starling, Greg Carlson, Vice President, Jeff Copeland, President and Nena Lindrose, Administrative Director.

The membership committee has made phone calls to lapsed members:

-April-May 2020 Calls were made to 54 lapsed members with 11(20%) commitments to renew. Many of the calls go to voice mail. Messages are left for the lapsed member. The volunteers who offered to call members from their respective states (and even other states) was very helpful and appreciated.

-August 7, 2020 Nena made 27 phone calls with 12 (44%) commitments to renew.

-June-July 2020 Greg made 14 calls with 2 (14%) commitments to renew. One lapsed member had sent his renewal in the week of October 19, 2020.

The table below shows our 10-year membership statistics (from Daniel Wilson, Gene Lutz, et al)

Date	Active RPh	Student	Total	Comments
11/11/2010	447	440	887	
11/01/2011	389	612	1001	
10/31/2012	428	762	1190	
10/10/2013	426	614	1040	
10/31/2014	412	541	953	
11/01/2015	389	570	959	
11/01/2016	395	490	885	
11/02/2017	340	476	816	
10/20/2018	454	405	859	
05/11/2019	359	445	804	
06/20	284*	455	892 (includes other categories)	* per Ron Herman's June 17, 2020 report to the Board. See his Nov 12, 2020 report for current statistics.

In last 8 years RPh Active membership is down 34% from October 2012 (428) to June 2020 (284) Students are down 40% October 2012 (762) June 2020 to 455) and the total is down 38% from October 2012 (1,190) to June 2020 (739 excluding other membership categories).

In last 3 years active RPh membership is down 38% (454 TO 284), students are UP 11% (405 to 455) and total down 14% (859 to 739).

In 2018 we saw an uptick in active RPh's but mostly offset by a downward tick in students the same year. The trend is down, except for the last three years for students.

Membership wise and financially, the trends are disturbingly downward.

CPFI, depends a lot on dues from new and renewal memberships, followed by revenue from our annual meeting, and then gifts and donations.

In Daniel Wilson's June 2018 Annual Meeting report to the Board he noted that gatherings and exhibits at State and National meetings had been "on hold". Once we get past the restrictions of the coronavirus pandemic, we should now seek to be present at as many of these meetings as possible. Let's look first at the states that have the greater number of CPFI members and student chapters first. We should invest some of our reserves and resume the efforts. Likewise, well placed journal marketing may be beneficial. Admittedly, that's a hard call to gage return on investment. We must expand our outreach to gain and keep our members.

Other ways to expand:

- someone may be interested in doing a CPFI podcast. Perhaps monthly on various topics along with invited guests.
- A blog.
- Post a monthly CE session from one of our annual meetings or zoom a monthly CE meeting. Perhaps one of our CPFI academic members would be interested in facilitating between other CPFI academicians.
- The Virginia Pharmacists Association (VPhA) uses "20% off Coupon" for a new membership drive. If a pharmacist visits one of our booths, we can offer a coupon to join CPFI. Ron Herman may be able to set this up in Member clicks.

We have a website, but we do not have an "App". What about getting one?

Sitting on a large cash reserve in the long run is not what our benefactor would want us to do while membership tanks. Lastly, we need to spend money on, at the very least, an intern to be paid a salary plus a bonus or even a regular full-time person just to do membership. He or she should not only pay for themselves but help insure the longevity of the organization. The idea of board members and membership committee persons calling past due members doesn't hugely increase base line membership. Yet the phoning has its benefits. It lets those who have lapsed know they are important to CPFI. It also allows us to get one-on-one feedback from the lapsed.

In Christ,

Greg Carlson
CPFI VP and Membership Committee Chairman