

***CLUB DUES INCREASE AND
MEMBERSHIP CAMPAIGN –
BRIEFING PACKAGE***



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Background

- Our goal is to grow and strengthen our clubs, while remaining financially responsible as an organization
- The Membership Campaign is a new initiative to help strengthen our clubs with increased membership and additional income
- This is a *win-win situation* for our clubs and for FJMC
- Increased membership => stronger clubs
=> stronger synagogues
=> stronger Conservative Movement

Upcoming FJMC Actions

- We will increase annual dues for each club by \$1 per club member, effective in FY14 (beginning Sept. 1, 2013).
 - The minimum dues amount of \$250 will remain unchanged.
 - This was approved by the FJMC Board of Directors on March 20, 2013
- We will launch a Membership Campaign at Convention
 - Training and promotional materials for growing membership are now being developed
 - These will be presented at Convention and provided to clubs to assist in this Campaign
- We will offer a discount of 50% on club dues resulting from all new members who join during the campaign, as an incentive for clubs to grow

Effect of the Dues Increase

- The dues increase for most clubs will be small
 - For our “average” club (with 75 members) the increase will be \$75
 - For ~ 90% of our clubs (with less than 150 members) the increase will be less than \$150
 - Dues will not increase for our clubs with less than 23 members, who will still pay the minimum dues of \$250

Effect of the Membership Campaign and Dues Discount

- Most clubs will have *more income* after paying dues – if they increase membership during the campaign
 - Increased membership brings in higher dues income to the club
 - The 50% discount for increased membership reduces club costs
- An example of this can be found in the Appendix
- The dues discount for increased membership will occur in the year after the new members join the club, since club dues are based on the prior year's membership roster.
 - The Membership Campaign will start at Convention and will continue through the following year (FY14). The dues discount will be applied in FY15.
 - The dues discount applies to current clubs only.

Quick Overview of FJMC's Finances

- Over the past 10 years:
 - Our expenses have increased only 10% -- well below inflation
 - Our primary income sources have declined
 - Dues (~30% of income), Yellow candle sales (~20% of income)
 - We've been very creative in developing new sources of funds
 - Our dues have not increased over this period
- For the future:
 - Our Long Term Finance committee recommended several actions to increase income and reduce expenses
 - One is this combined membership campaign and dues increase
 - Several additional measures are being implemented
 - We will continue to develop new sources of funding

Appendix (1 of 2)

Here is an example of club income and expenses:

- Scenario:
 - Club has 75 members currently
 - Club adds 10 members in FY 14, none thereafter
 - FJMC dues are currently \$10 per member
- FJMC dues for the next 4 years are determined as follows:
 - In FY13, dues are \$750 (75 members times \$10 per member)
 - In FY14, dues will be \$825 (75 members times \$11 per member)
 - In FY15, dues will be \$880 (75 members times \$11 per member, plus 10 members times \$5.5 per member)
 - In FY16, dues will be \$935 (85 members times \$11 per member)

Appendix (2 of 2)

- If the club charges each man \$36 to be a member, the dues income is \$2,700 in FY13 and \$3,060 afterwards
- This table summarizes the income, expense, and net income:

Club Year	Comments	Number of Members	Club Dues (Income)	FJMC Dues (Expense)	Net Club Income
2012-2013 (FY13)	Current fiscal year	75	\$2,700	\$750	\$1,950
2013-2014 (FY14)	Campaign year	85	\$3,060	\$825	\$2,235
2014-2015 (FY15)	Promotional dues increase	85	\$3,060	\$880	\$2,180
2015-2016 (FY16)	Full dues increase in effect	85	\$3,060	\$935	\$2,125

- The net income in all future years is higher than the current income of \$1,950.
- *After the FJMC dues increase becomes effective, the net income to the club increases*

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