

Morro Bay Friends of the Library: 2007 Membership Report Prepared by Betty Forsythe, 2nd Vice President – Membership

The Members of the Morro Bay Friends of the Library are more than just people. They are supporters of the Morro Bay Library and have used their time and talent for various volunteer activities such as raising funds, shelving books, assisting at Used Book Sales, submitting items to Among Friends newsletter, as well as recommending programs. Membership is at the heart of ensuring that our mission is accomplished.

Our Membership plan is a collaborative –team effort and focuses on:

1. Asking members to contact their favorite businesses for membership;
2. Starting a membership campaign “ Be A Friend and Invite a Friend;”
3. Including the sale of membership at all programs and/or events;
4. Partnering with PTA for support for Junior Memberships;
5. Offering benefits to members such as early entry to Used Book Sales;
6. Ensuring that memberships are renewed.

The information listed in Figure 1 2007 – Monthly Summary of Paid Membership and Figure 2 2007 – Membership Identified by category indicate that the Morro Bay Friends of the Library have increased their membership significantly and that we are attracting businesses.

2007 - Monthly Summary of Paid Membership

Month	Number	2006 – comparison	Gain/Loss
Dec.29, 2006	294 *	Not applicable	+14 (Yr. 93)
January 1 to 20, 2007 **	301	Not available***	+ 6
January 21 to February 8, 2007	314		+ 13

*Final membership summary for 2006 – **Gain for month 14 for year 93

** As of Jan. 20. (Five Days before Executive Board Meeting)

*** No information from 2006 available for this time period

2007 – Membership Identified by Category by Month

Date	Business	Family	Individual	Life	Junior	Total	Gain/Loss
12-29-06	17	70	109	91	7	294	+93 (2006 Total)
1-20-07	17	70*	115**	91	8	301	+ 6
2-8-07	17	73***	124 ***	91	8	314	+ 13

*Includes a renewal

* * Includes new and re-instatement after a lapse of 2 years.

*** N new memberships