

Ontario State Membership

DECEMBER 2023



1. Tracking Membership Goals
2. Membership Information Officer Schedule
3. Membership Monthly Growth Calendar Goals
4. Membership Monthly Growth



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ONLINE CHAIRMAN

Ontario Membership		First Quarter (July–Sept)		Second Quarter (Oct–Dec)		Third Quarter (Jan–March)		Fourth Quarter (April–June)	
Area	Annual Goal	Q1 Goal	Q1 Actual	Q2 Goal	Q2 Actual	Q3 Goal	Q3 Actual	Q4 Goal	Q4 Actual
Intake	2140	390	355	570		540		640	
Star Council Quotas*	82	5	13*	5	12*	32		40	
NCD	4	1	0	1		1		1	
Round Tables	30	4	7	8	8	8		10	

* **Note:** The **Star Council Quotas** above represent those Councils who have already reached their annual membership quota (i.e. qualifies them for the McGivney Award)

Tracking Membership Goals



Membership Information Officer Area Monthly Schedule

2023		2024	
Month	MIO & Area	Month	MIO & Area
July	Ottawa Area (MIO#2)	January	London East (MIO #8)
August	Central Ontario (MIO#10)	February	Hamilton South (MIO#6)
September	Northern Ontario (MIO#4&5)	March	Toronto East (MIO#12)
October	Toronto (MIO#11)	April	Hamilton (MIO#7)
November	Eastern Ontario (MIO#1)	May	Peterborough (MIO#3)
December	Miscellaneous	June	London West (MIO#9)

Membership Information Officer Schedule

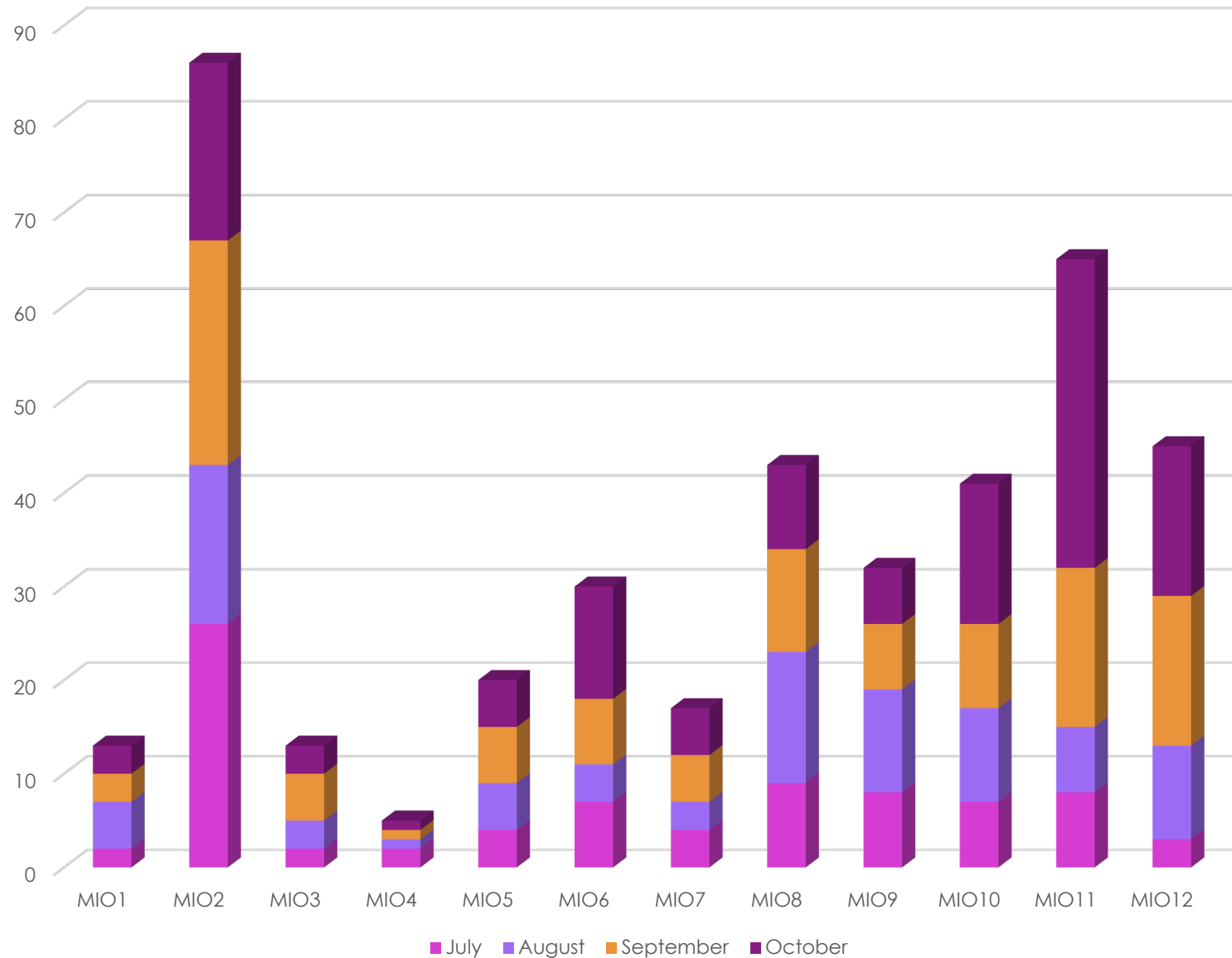


Membership Growth Monthly Calendar - Actuals

2023					2024				
Month	Regular		Online		Month	Regular		Online	
	Quota	Actual	Quota	Actual		Quota	Actual	Quota	Actual
July	50	5	70	82	January	63		87	
August	54	20	76	90	February	75		105	
September	59	47	81	111	March	88		122	
October	63	47	87	127	April	84		116	
November	96	86	134	130	May	75		105	
December	80		110		June	109		151	

Membership
Monthly
Growth
Calendar
Goals

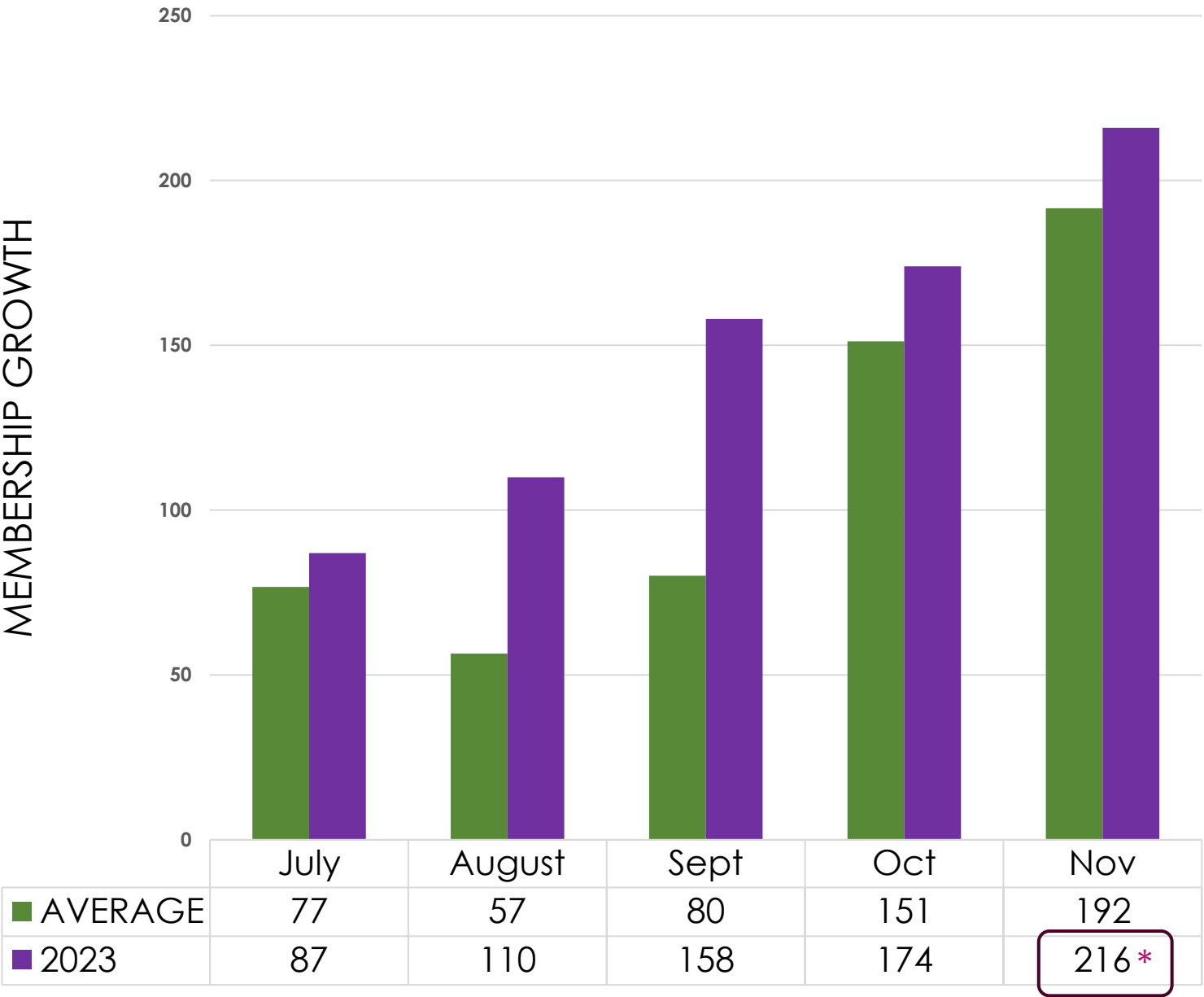




MIO Membership Growth Summary



Monthly 11-year average compared to 2023



Monthly Membership Growth Comparison



Conversion: Online to Council Members

► Our Online Member Conversion Goals

- **Conversion Rates:** current **40%** - targeted **60%**

► Implications of Conversion Goals

- Achieve **Star Council** and **stabilize** Council



Conversion Strategy

1. Prompt contact and timely exemplification
2. MIO Engagement Strategy
3. Managing Member Rejection
4. Managing Prospect Tabs

Conversion: Online to Council Members

- ▶ Prompt contact and exemplification - Minimizing losses / drop-offs
 - ▶ First contact within **2 days** of Supreme notice – goodwill is highest
 - ▶ **Exemplification** within one month:
 - ▶ **In-person** preferred. Online exemplification offers flexibility
 - ▶ Emphasize time(**30-35min**) and not to leave video until completion

1. MIO Engagement Strategy

- ▶ Increase **collaboration** and **communication** between MIOs, DD's, Councils, Each online member exemplification to be managed and tracked.
- ▶ FS/GK requested to provide report to DD and MIO after each exemplification.

2. Prospect Tab Engagement

- ▶ Reach out, reinvite and reengage. **2 year cut-off.**



Conversion: Online to Council Members

4. Manage Member Rejection

- ▶ Three reasons given by Supreme:
 - ▶ (1) **Eligibility** concerns,
 - ▶ (2) **Incompatibility** with Council,
 - ▶ (3) Wants to **remain** online member
- ▶ For (2), GK to inform DD; the DD must determine if reassignment to another Council is possible
- ▶ **Prospect Tab Engagement: Reach out, reinvite and reengage, 2 year limit**
- ▶ **COH Campaign Success: Conversion reduces COH target 10 to 1**
- ▶ **Membership Growth Status: Surpassing annual averages**



Membership

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