

CR-2H



JCNA
*Direct Mail Membership
Recruitment Project*

2/14/2024

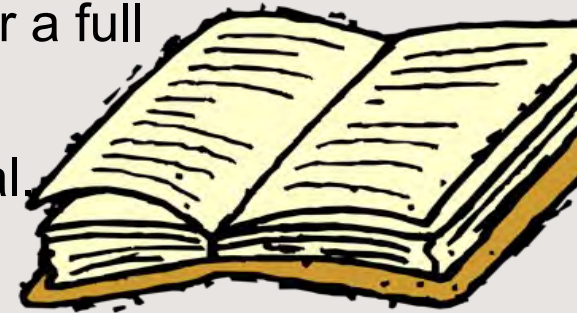
JCNA 2024 AGM





Background

- Mark Mederski from the Ohio (NC29) club has proposed a test of new member recruitment at the JCNA level using a Direct Mail Marketing Method/Process.
- Mark was VP of Marketing at the American Motorcyclist Association and helped to build their membership from 130,000 to 265,000 members over 15 years at 3% to 5% per year. Most new member acquisitions were via direct mail marketing.
- Mark was contacted by a list processor owning a file of 7800 Jaguar owners gathered from various sources (not DMV). The records are 12 months to 18 months old and only cover to USA.
- John Boswell requested an analysis of the opportunity, and a small team was formed.
- After analysis we proposed to run a sample of 1,000 names to evaluate the success rate of direct mail marketing for JCNA. The usual success rate is 1.5% to 3%, which would generate 15 to 30 new members in the trial and 80 to 235 new members for a full campaign of 7800 mailings.
- In December 2023, the JCNA Executive Board and Board approved the trial.





Team

- Membership Chairs for clubs in the sample states, TX, FL, CO, NC, OH, WA, WI
- Jack Humphrey - Jagluver2@cs.com
- Nedra Rummell - Nedra@rummells.com
- Mark Mederski - Motormark49@gmail.com
- Les Hamilton – Hamiltonl@mac.com (Team Lead)



Assumptions



1. There will not be a significant overlap between the Mailing List and the current JCNA Membership. Based on the sample, it appears that there is 1 duplicate for each 500 names.
2. The positive response rate will be in the range of 2.25% to 4.5%, which is higher than the response rate when fees are sent with the response.
3. Positive responses/enrollments via club websites will be tracked by comparing the mailing list to the JCNA Roster..
4. Conversions from positive responses to enrollments require the affiliate Clubs action and are assumed as 60%.

Note: Current Passport to Service conversion rate is about 30%.





Project approach

- JCNA sends direct mailings via USPS to prospective members and include a response form collecting new member information with a “bill me later” commitment.
- Positive responses are returned to JCNA (Nedra), logged and then forwarded to the local Club Membership Chair in the same way as Passport to Service.
- The Club Membership Chair will contact the potential new member, collect the dues, and enroll the new member using the current process.
- Successful conversions are reported back to Nedra.
- The mailing will also prompt recipients to explore JCNA.COM or the web to find their local affiliate and join directly.



Timing

- Mailing in December was not optimum as the mail responses would intermingle with the holiday post and end-of-year charitable donation requests.
- Mailing early in the year so that new members receive full-year benefits is most desirable, but January is the Holiday bill paying and regular club membership renewal time.
- A mailing in late January/early February was the recommended target for the trial.
- Due to the USPS process for permits, the mailing was slightly delayed until February 6th.
- Mailing on this date permits 4 weeks for the test effectiveness to be measured and a decision on a full mailing by the Exec Board to be made in March.



Status

- The JCNA Executive has approved the 1000-name test and preparations proceeded.
- We mailed 996 invitations to join JCNA on February 6th.
- Plus 4 seed mailings to team members to track USPS delivery times.
- Responses are being collected and processed.

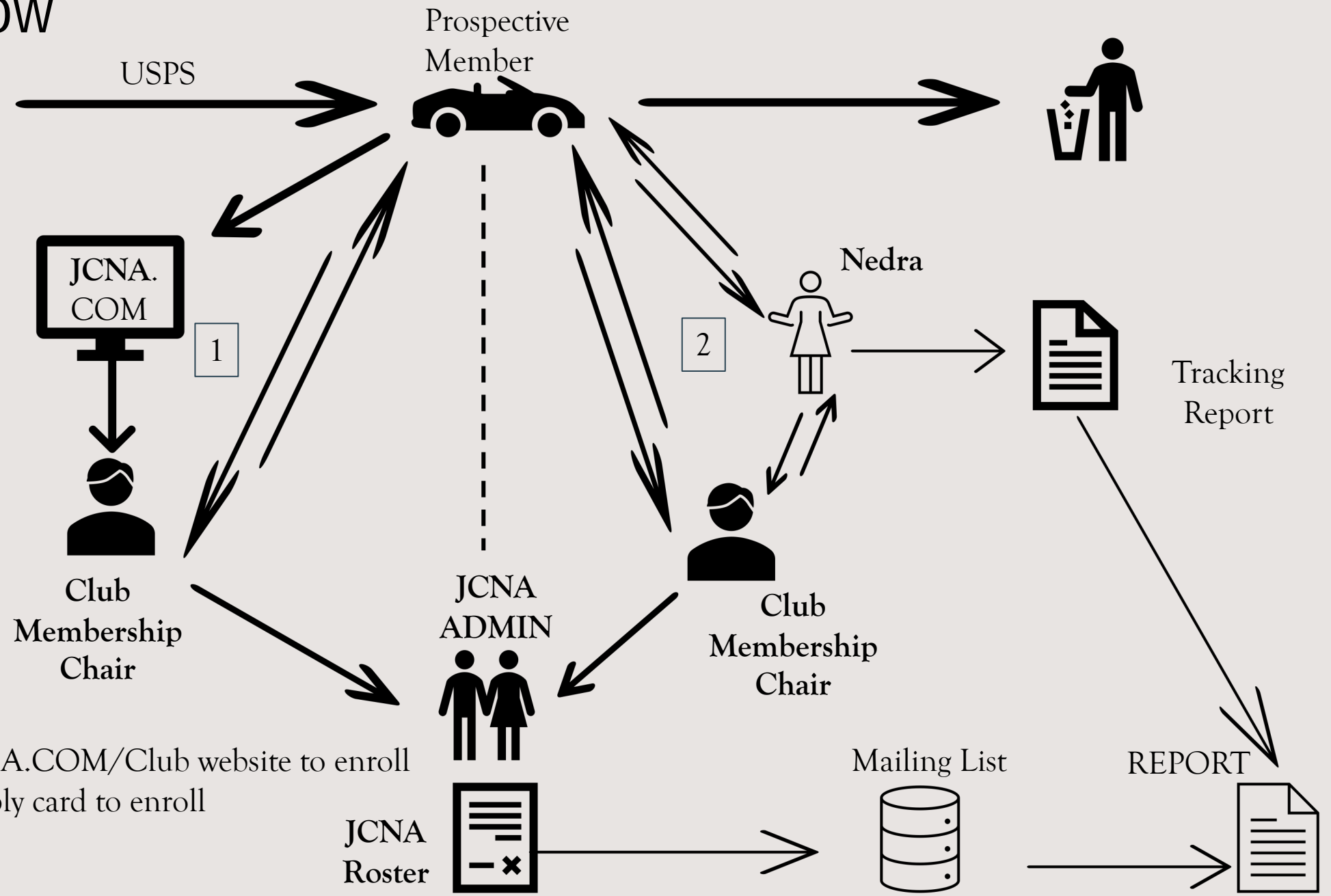


Club Membership Chairs' Role

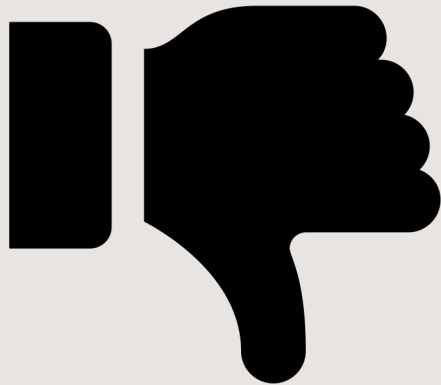


- Receive prospect reply information from Nedra
- Promptly contact the Prospect by phone or email to recruit the prospect
- Enroll the new member using the existing process
- Notify Nedra of successful enrollments
- Provide feedback on the process to the Project Team

Process Flow



1. Prospect uses JCNA.COM/Club website to enroll
2. Prospect sends reply card to enroll



Next steps?

- Results will be compiled
- Report presented to Exec board and Board
- If a go decision
 - *Incorporate feedback from Clubs Membership Chairs*
 - *Purchase remaining 6800 names and addresses*
 - *Obtain competitive quotes for printing and mailing*
 - *Mail the 6800 prospects*
 - *Track and report*
 - *Seek other sources of mailing lists*
 - *Consider a second mailing*
- If a no-go decision
 - *Complete tracking and report to Board.*



QUESTIONS and NOTES

- If other sources of mailing lists are known, please contact the project team

