

The Gesneriad Society
2023 Annual Report to the Board: Membership Promotion

Date: January 28, 2023

Name: Dale Martens

Position/committee: Membership Promotion Chair

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Committee Members/Advisors: Mel Grice, Paul Susi

Back up person to Chair: Paul Susi

How my committee process works: The Committee's goal is to increase the membership of The Gesneriad Society. It investigates and implements strategies toward this end

The job description/committee process is up to date: yes

Current Suppliers and Contact Information: Vista Print for promo cards, Instagram, Twitter, and FaceBook accounts.

Activities/accomplishments during past year (2022): Joined Virtual Education Program committee with Wen Fang's "Gesneriads in Tibet" as the first program with the goal to educate and increase membership; Paul Susi sent a letter through mailchimp to those who registered , but not members. Unfortunately there was not a wave of new memberships.

Correspondence with Puget Sound GS about their post card promotion & authorized \$100 towards the cost of printing.

Gleanings: There are 153 issues posted on the web site as of the end of 2022.

January 2022 issue circulation was 2228 subscribers—December 2022 was 2269 subscribers

Main promotion is through webinars. I give the webinar codes. We had 126 orders for **income** of \$742.60

I'm on Facebook showing photos of gesneriads and private messages about gesneriads, encouraging people to join. I'm the person who mails webinar codes, so promote there, too.

Organized Jan 2023's "Streptocarpus" Virtual presentation because the thought was more people would be interested in it.

Future plans/goals: Produce at least 3 new webinars. More organized approach to see what helps increase membership.

Last year's **expenses** (2022): \$100 Puget Sound GS convention post cards \$100 journals

Income: \$742.60 from webinars; from Wen Fang's Virtual Speaker Webinar: \$55 in donations

Proposed budget for next year (2024): \$600 for \$300 promotion materials; \$100 webinar recording \$100 journals

Income: \$600

Expected convention arrival and departure dates: July 1, 2023 leaving July 9