



April 2017

Membership & Postmaster Report

Membership this year continues to show growth over previous years, the ASPRA reputation for 'doing things' and providing visible improvements for the community seems to be driving this positive impact on the numbers.

Road reps continue to do a wonderful job in renewing, recruiting and retaining members.

For the first time a concerted effort was made in one road to focus specifically on additional recruitment through door knocking. This resulted in sixteen new members, most of the nineteen existing members having already renewed together with eight new ones. We are also now collecting information on those households who have stated they are not interested in joining ASPRA, so we do not bother them and upset our residents.

Thank you to Vince for demonstrating the benefits of speaking directly to householders. This took place after allowing for a suitable period following the delivery of the subscription issue of the magazine and subs envelope, and the initial volume of responses back to the road reps.

Circulation of (hopefully) relevant and timely emails continues to all of our members where we have addresses (nearly 600), unfortunately some email supplier's systems have very draconian anti-spam measures in place which continue to thwart me at times. I am slowly finding out which 'buzz words' I should not use as they trigger an automated spam reaction.

The system ASPRA uses, whilst free and therefore wonderful(!) does have a daily limit of 500, so I have to delay a (different) group of approx. 100 messages each time by 24 hours to bypass the checking system. I do filter some emails down to specific roads or areas to try and keep messages relevant.

Dave