

Membership Trends at USH between Feb 1, 2006 and Feb 1, 2010
Rev BJ

This list addresses questions regarding how many members have joined, how many members have been removed from the rolls, and why. Charts will be added to this data shortly for ease in understanding it.

For now, here are some things I notice.

Comparing the numbers of actual people being added to our membership 'book' (60) to the numbers who have been removed (for any reason) (71) there is a loss of 11 members over 4 years.

Since "death" and "geographical relocation" are considered to be natural attrition, we might use only the 'left for cause' numbers if we want to compare how many folks left due to some 'misfit' (27) to how many people joined because they found a good 'fit.' (60). That would yield a net INCREASE in membership of 33.

We also record the number of members who cross and recross the line between 'sustaining' member (those reported to UUA, who pledge and give more than \$250 per PERSON per year, and who vote on church business) and 'supporting' members, who pledge and give less than \$250 per year. These 'crossings' impact the official membership 'count' even though they are not actual people who come arrive or depart from our midst. By including these 'crossings'—raising the 'count' in a given year for those who go over \$250 and lowering the 'count' for those who go under \$250, our reported count to the UUA has been reduced by a total of 49 members over the past 4 years.

In addition to charts which offer further interpretation of these numbers, there will also soon be available a summary of findings of Lay Visitors (Listeners!) interviews of a representative number of folks who have left USH due to geographical move or 'misfit.' Stay tuned!

Year Beginning February 1:	2006-07	2007-08	2008-09	2009-10	4 year totals
A. Joined	19	17	13	11	60
B. Died	1	2	5	5	13
C. Moved	8	7	11	5	31
D. Other	6		4	12	27
E. Total Departed (Sum of B,C,D)	15	14	20	22	71
F. Shifted from < \$250 to >250	20	14	19	10	63
G. Shifted from >\$250 to <\$250	26	23	22	30	101
H. Total number joined (A) and shifted >\$250 (F)	39	31	32	21	123
I. Total number departed (E) and shifted <\$250 (G)	41	37	42	52	172
J. Total 'count' decrease (I-H)	2	6	10	31	49
K. Real 'people' in/out (combine E and A)	4	3	-7	-11	-11
L. # Joined (A) minus # Left for cause (D)	13	12	9	-1	33

Results of “Minister’s Outreach Team” Exit Interviews
Rev BJ

In February 2008, the Membership chair, the administrative assistant and I gathered with a representative from each of these groups--Caring Network, Lay Listeners, and Membership—to discuss how we might reach out to those who are no longer with us at USH. We wanted to let them know that their presence had been important to us, and to seek feedback from them regarding their experience at USH. After much deliberation and planning in order to guarantee that (as much as possible) that message would be clear and that feedback would be collected in a caring and objective fashion, the “MOT” (minister’s outreach team) drew up templates which were used for reporting.

They sought to record positive feedback or advice, concerns expressed, information from staff, and then they entered each departing member as having left primarily for one of five reasons. See below their findings from a list of folks whose names were removed from membership in the past four years for reasons ‘other’ than death or geographical relocation. (The team also gathered feedback from folks who had moved away, which is not included here.) My heartfelt thanks to the 20 people who served on MOT, and even sent follow up thank you notes to the 26 people who cared enough about USH to speak with candor when interviewed.

Category	Number of members
<u>1. Unrelated to USH</u> (illness, busy, children grown, pressure from extended family, getting a divorce, drive is too long, husband not involved)	12
<u>2. Philosophical Differences</u> (religious education, political correctness, liberal, populist, intellectual, change too fast or too slow, patriotic)	6
<u>3. Needed Connection</u> (felt invisible, worship services do not connect)	2
<u>4. Personal Dissatisfaction</u> (worship, music, populism, smug/incompetent lay leaders, lay leaders not appreciated, too much process, not enough process)	4
<u>5. Hurt or in Crisis</u> (life size image of Obama, being asked for money, disappointment with minister)	2
<u>6. no information</u>	1

Lastly, 1 person in category 1 and 2 folks in category 2 reported positively on the minister. 1 person in category 3 and 2 people in category 4 reported negatively on the minister.