

# 2025 Annual Report

## VP, Membership

Suzanne Henderson Emerson

### Current Membership

- There are currently 738 active members of the Clan Henderson Society.
- 30% of our members live in the South East region.

### New Members

- 60 new members joined between September 2024 and August 2025. Last year, there were 96 new members during the same time frame.
- The South East region continues to excel at recruiting new members – 14 this year -- with honorable mention for the North Pacific region where 11 new members were recruited.
- Almost 45% of new memberships were subscriptions.
- As with last year, more than half of the membership applications have been submitted electronically through our website.

### Membership Over Time

- Membership has continued to decline over the last 6 years. Over the last 3 years, CHS membership has declined by 25%.
- Membership by Region over 3-year Time: South Pacific has lost only 5% of its membership, and South East has lost only 17%. In comparison, the North East lost 45%, and South West lost 36%.

### Auto-Renewing Membership Option

- Remains popular, with over 300 Auto-Renewing Memberships currently
- Some members who set up auto-renewals might not realize they did so.

### Lifetime Membership

- \$500 lifetime membership, which can be shared by a couple at the same address.
- Launching imminently

### Opportunities and Challenges

- Continued declining membership overall
- Unautomated Membership Database: The unautomated process of preparing the monthly renewal notifications is time-consuming. Dream: Program excel or convert to an Association Management System. VP Genealogy Greg Lamberson is working on this.
- Automated renewal
  - o May increase retention of first-year members
  - o May irritate members who didn't realize they were signing up for it
- Trifold needs redesign
- Might be useful to add "How Did You Hear About Us?" to membership application