

**Subject:** December Membership Report  
**Date:** Friday, January 31, 2025 at 12:00:38 PM Mountain Standard Time  
**From:** Hannah Kennedy  
**To:** LNC Public, Inc-public\_forward  
**Attachments:** December 2024 Membership Report.pdf

Please find attached the December 2024 Membership Report.

December is the first month that membership data is being processed entirely through the new system.

I have kept historical numbers (November and prior) the same on the report for continuity, but I have not included MoM changes in this report. With data cleanup and duplicate removal, a percentage change would not be meaningful. December will establish a new baseline and reports with MoM changes will return next month.

You will see in the report this has impacted our total of Lifetime Memberships. We did not lose 200+ lifetime members between November and December. The largest factors affecting this were not correctly removing deceased members from the rolls, and multiple contact records with lifetime memberships for the same person.

I have included the “real” picture of sustaining membership in 2024 now that it is available, with MoM changes.

|            | Total Jan2024 | Total Feb2024 | Total Mar2024 | Total Apr2024 | Total May2024 | Total Jun2024 | Total Jul2024 | Total Au |
|------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------|
| Membership | 12418.00      | 12556.00      | 12665.00      | 12520.00      | 12506.00      | 12259.00      | 12186.00      | 12016    |
| MoM Change | -             | 1.11%         | 0.87%         | -1.14%        | -0.11%        | -1.98%        | -0.60%        | -1.41%   |

Data cleanup will remain ongoing and staff is working to resolve the 236 memberships still in the “Other” category over the coming month. Thank you for your patience.

## Hannah Kennedy

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