



Program Administrator Report

Saturday, April 14, 2018

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I. Membership Statistics

- a. Membership With and Without Trail Challenge memberships 2005 – 4/9/2018
 - i. Increase 2016-2017
 - ii. Category changes in 2016: Introductory, Life, Donor
 - iii. 2018 numbers predicted to increase through end of the year
- b. New Member Clubs: Trail Adams Area, Inc. and Traditions of America – Silver Spring

II. Program/Events

- a. Trail Challenge Registrations 2009 – 4/5/2018
 - i. Mailing to running stores in PA, MD, NJ, VA
- b. Program Participation

III. Merchandise Sales

- a. 291 orders last year vs. 148 orders this year so far
- b. Loyalsock Trail Guide sales surpass last year's totals
- c. Order breakdowns by type, membership status, and state
- d. Wholesale orders: 7 total this year so far

- Membership Statistics
 - The first two graphs depict membership numbers by category from 2005 to 4/9/2018 with and without Trail Challenge memberships included.
 - In 2016 a new membership category was added called “Introductory Individual/Family.” Prior to 2016, new members were included in the regular member totals.
 - This does not distinguish for if a new member purchases a regular priced membership or higher. These new members would count as whatever membership status they paid for. For example, if a brand new member pays for a brush cutter membership, they will be put in the database as brush cutter.
 - The way life memberships are tracked was also changed in 2016. They are now broken down between individual and family memberships rather than lumped together.
 - The donor category was also added in 2016. This is shown in pink. A donor is considered to be someone who has donated the equivalency of a membership or more. These are people that donate to appeals or give random contributions, but typically don’t participate in programs.
 - Overall the 2018 numbers will continue to increase through the end of the year.
 - April mid-term renewal postcards were just sent out to members that expired in 2015-2017.
 - We will also pick up more memberships as people sign up for programs like Fall Hiking Weekend and the Trail Challenge
 - Also worth mentioning is that we gained two new member clubs this year, Trail Adams Area Inc and Traditions of America – Silver Spring, who we have a meeting with next week.
 - We currently have 36 paid clubs, and 7 that need to renew.

- Programs/Events
 - Trail Challenge
 - Speaking of the Trail Challenge, on the next page you will see a chart depicting registrations through the years (2009-4/5/2018).
 - The monthly breakdowns are cumulative and areas with blanks, I just don’t have the data. The final numbers are the important part.
 - Our numbers have been lagging, but we’re almost caught up to where we were last year. As of 4/12/2018 we have 65 people signed up.
 - We recently sent a large mailing to running stores in PA, MD, NJ, VA to increase numbers.
 - Program Participation
 - 2018 programs/numbers are highlighted in red
 - We are still accepting registrations for Philly, Prowl, and QEQ, so those will increase.
 - Registration has not yet opened for Fall or Gettysburg so there is no data to report. We expect Fall to be very popular.

- Merchandise Sales
 - Last year, 10/1/2016-9/30/2017 we had 291 orders. This year, 10/1/2017-4/9/2018 we've had 148 orders.
 - This is exactly half of the number of orders that we had all last year and we're halfway through this year. I predict that we will reach last year's number of sales if not surpass that number.
 - Loyalsock Trail Guide Sales
 - The Loyalsock Trail Guide, shown in red, takes up a fairly large portion on both charts. Even more so this year.
 - Last year we sold 49 LTG, 9% of all retail sales. We have already surpassed that number and as of 4/9/2018 we had sold 52 copies, 21% of total retail sales.
 - I predict we will continue to see an increase.
 - This is great news for the upcoming Fall Hiking Weekend in Williamsport with many hikes featuring the Loyalsock Trail.
 - I've also included breakdowns of orders by web sale vs mail order/walk-in, members vs. non-members, and orders by state for last year and this year.
 - Wholesale Orders
 - Briefly touching on wholesale orders (received 10/1/2017- present) we've had 4 from ATC, 1 Greenwood Furnace SP, and 1 Scott Adams Enterprises.
 - We haven't received payment for all of these yet, but the total for these orders is over \$6,000
 - I do not have the numbers for how this compares to last year.