

Date: March 10, 2025  
 To: Board of Directors  
 From: Wayne Hunter, General Manager  
 Subject: Membership Campaign From April 2025

<b>Motion</b>				
Approve a new membership voucher campaign with the parameters as presented.				
Introducers				
<ul style="list-style-type: none"><li>● A 10,000 yen voucher will be awarded to members who introduce new Associate, Diplomatic Associate and Five-Year Associate members, and new *Corporate memberships (*applicable to the initial new 5-year or 10-year Corporate membership only.)</li><li>● A 5,000 yen voucher will be awarded to members who introduce new Regular and Professional Associate members in all categories, and new Outside Kanto Associate and Young Associate members.</li></ul>				
New Members				
<ul style="list-style-type: none"><li>● A 20,000 yen voucher will be gifted to new members approved in the following categories: Associate, Diplomatic Associate and Five-Year Associate.</li><li>● A 10,000 yen voucher will be gifted to new members approved in the following categories: Regular and Professional Associate in all categories, and Corporate Associate, Outside Kanto Associate, and Young Associate categories.</li></ul>				
<b>Objective</b>				
To continue the incentive for members to promote membership and cover some of their costs.				
<b>Background</b>				
The current membership campaign ends this month. The Board cannot (according to the judicial scrivener) waive the initiation fee, but can gift vouchers. The proposal in effect gives back some of the initiation fee or dues in the form of vouchers. This campaign will be promoted outside of the club, to companies, on social media, the website and other platforms as available.				
<b>Pros &amp; Cons</b>				
PROS: <ul style="list-style-type: none"><li>● Provides an incentive for new members to join which can be used to promote the campaign outside of the club.</li><li>● Continues support of the club’s outlets.</li></ul> CONS: <ul style="list-style-type: none"><li>● Cost of vouchers reduces initiation fee revenue impact.</li></ul>				
<b>Financial impact</b>				
The lower initiation fee and volume of applicants for Regular and Professional Associate categories means the financial impact of waiving the initiation fee is minimal. The loss of one month’s dues from a new member is in effect the equivalent of delaying the start date and therefore negligible. The cost of the voucher campaign for Associate categories is more than offset by the initiation fee, but would be offset through utilization of the club by the new member and a higher rate of new member additions.				
RACI Matrix	<b>Responsibility</b>	<b>Authority</b>	<b>Consult</b>	<b>Inform</b>
	Management	Board of Governors	Accounting Manager	Membership and target market