

2026 Membership Strategic Blueprint

Data-Driven Diagnostics & Growth Horizon



7,200

**Total Active
Members**

87-89%

**Historical
Retention Rate**

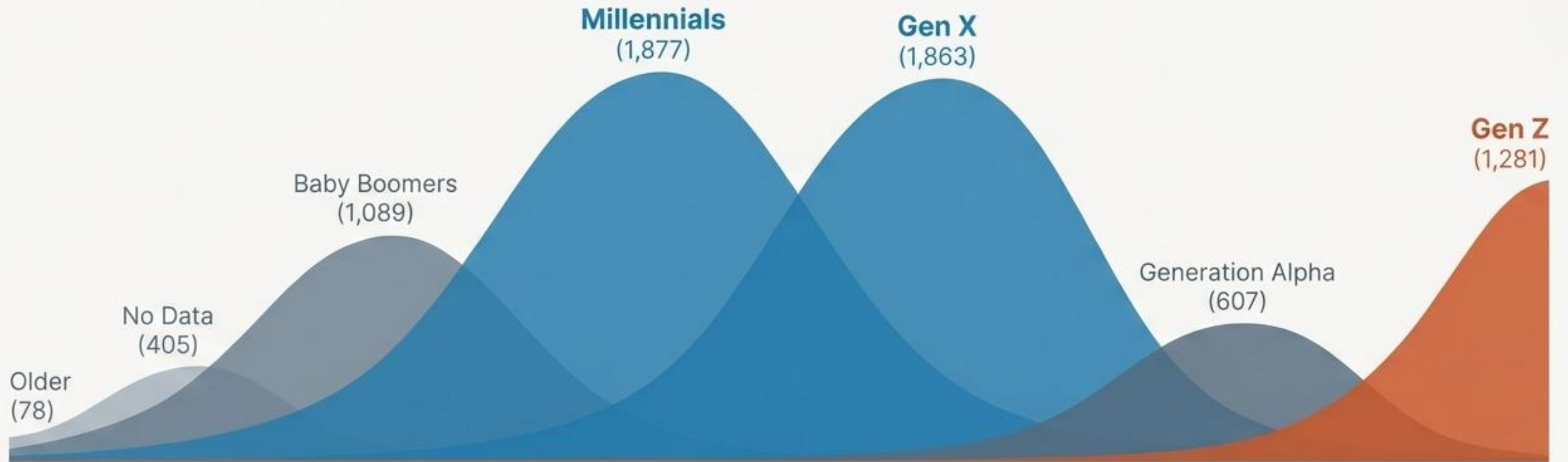
A bedrock of unwavering
organizational loyalty.

**New Member
Acquisitions**

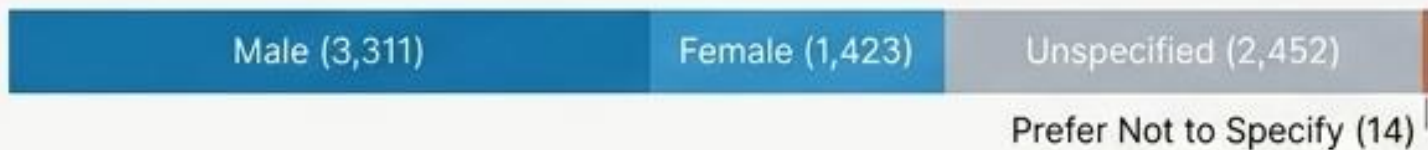


Our foundation is extraordinarily healthy. The challenge is no longer survival, but strategic optimization for the next generational wave.

The Generational Wave



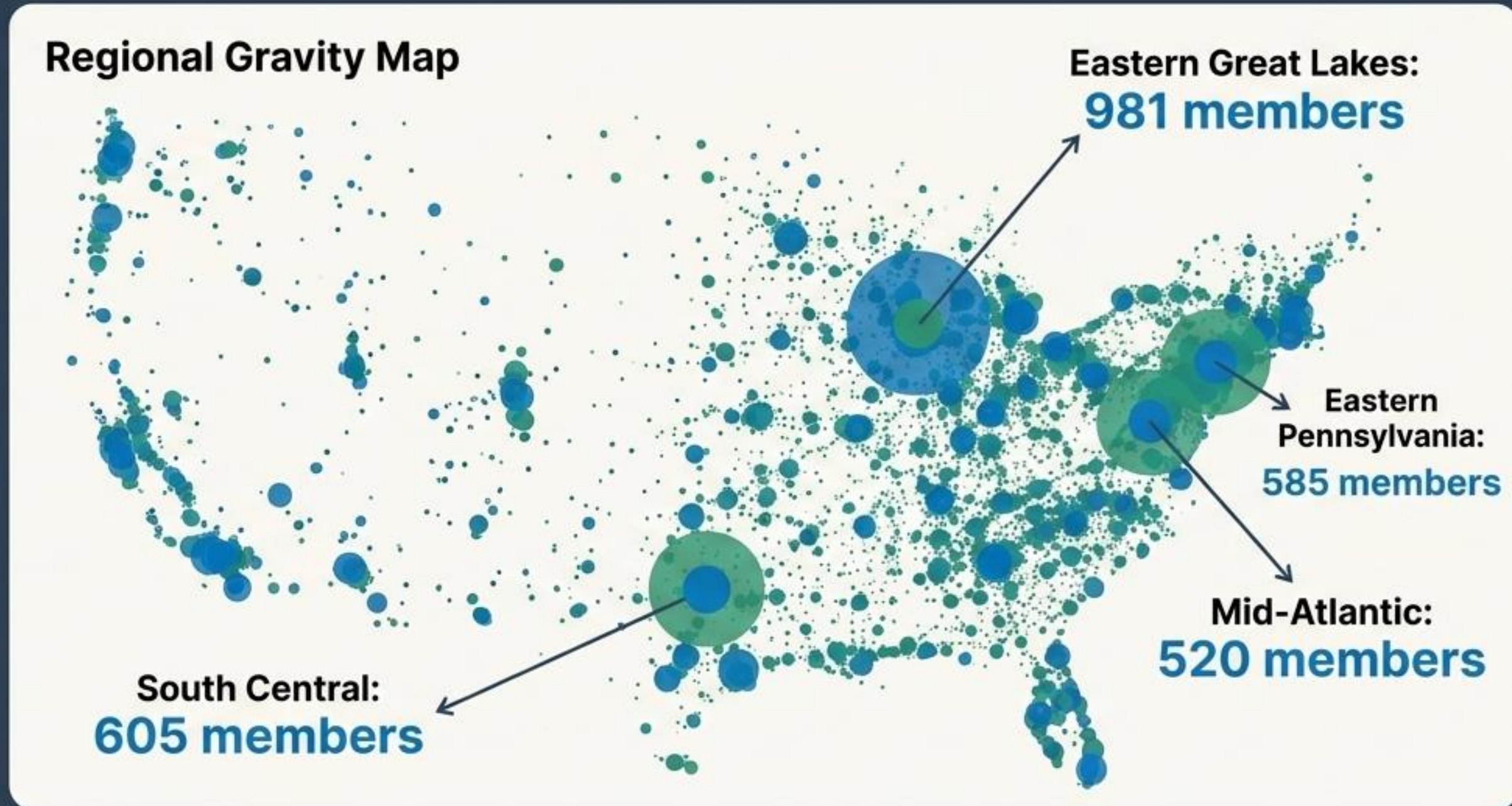
Gender Distribution



Strategic Insight

The Millennial and Gen X cohorts form our current anchor, but Gen Z represents our most critical growth vector for 2030 sustainability.

Executive Dashboard



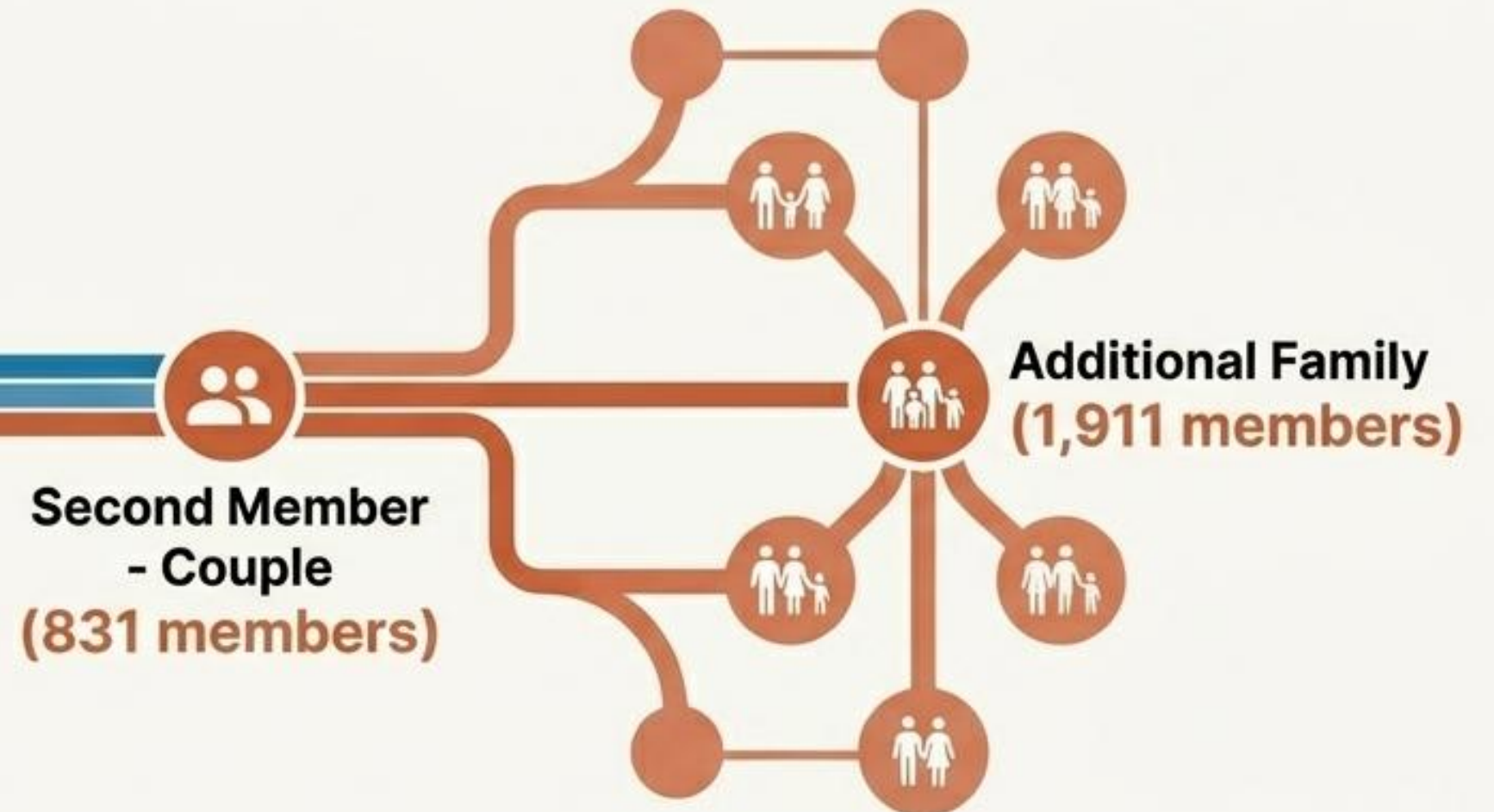
Regional gravity is heavily anchored in the Eastern Great Lakes and South Central regions, providing dense hubs for community events and peer-to-peer acquisition.

The Membership Ecosystem

The Gateway (Node A)

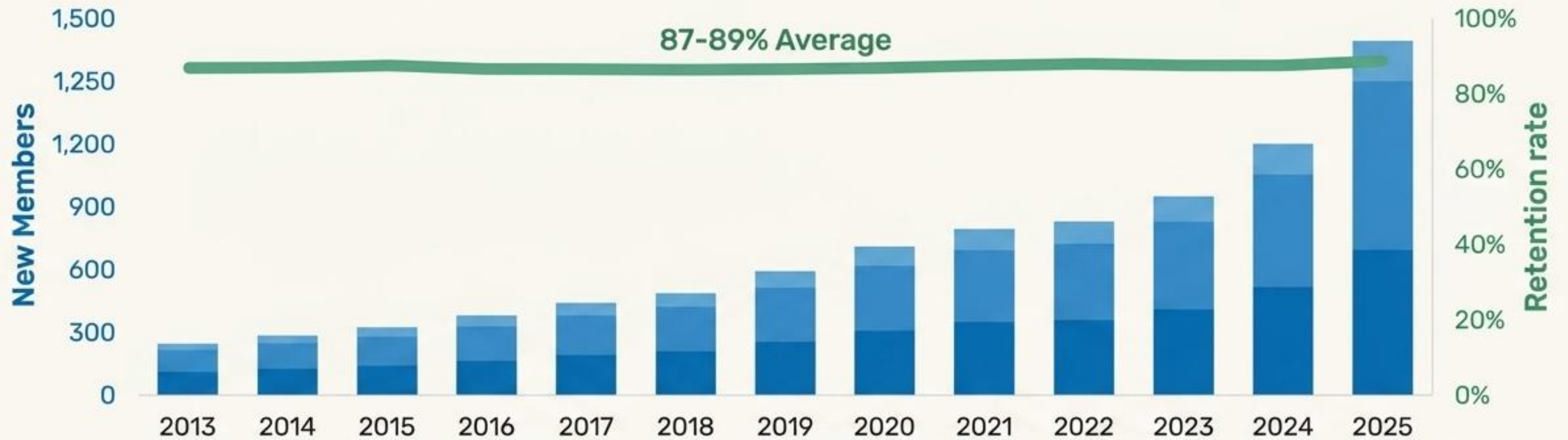


The Anchor (Node B)



Individual One Year acts as our primary acquisition gateway, but multi-seat tiers (Family/Couple) act as our ultimate retention anchors, embedding entire households into the organization's fabric.

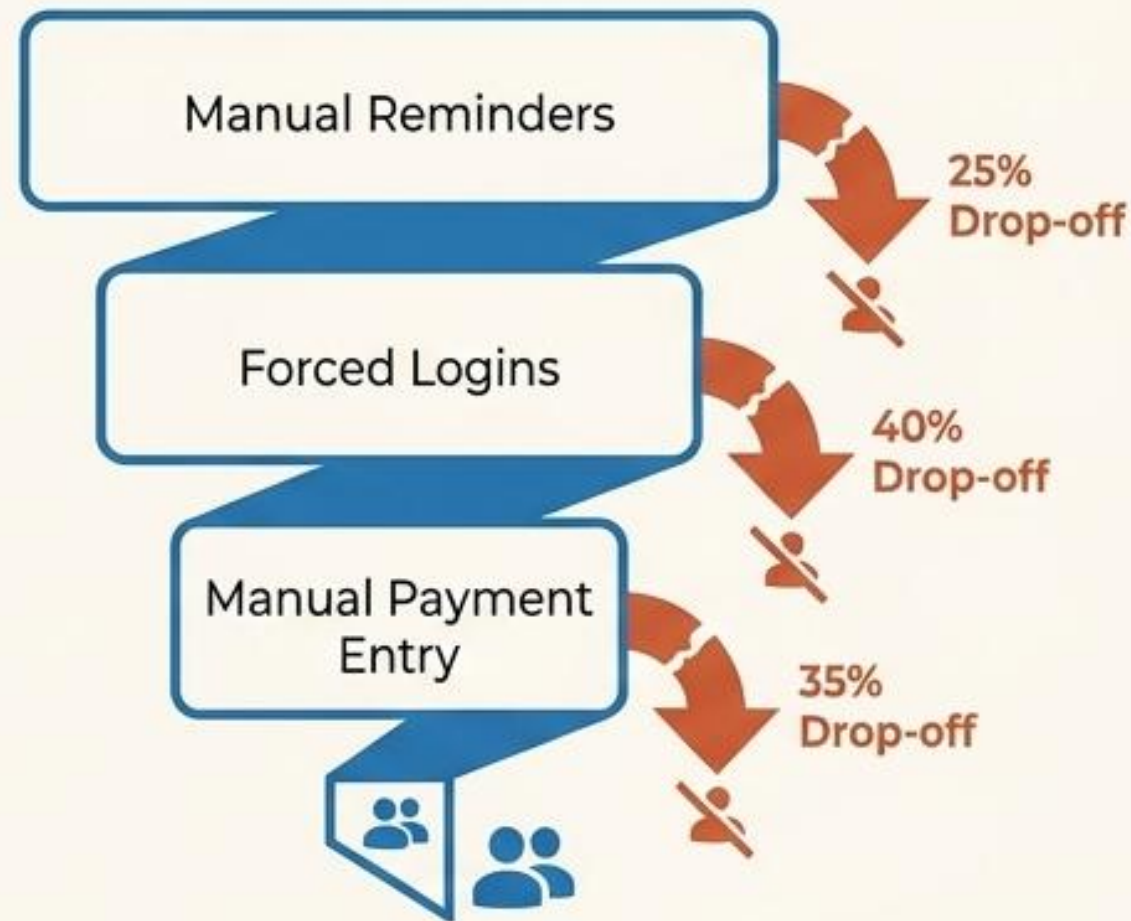
The Vitality Engine



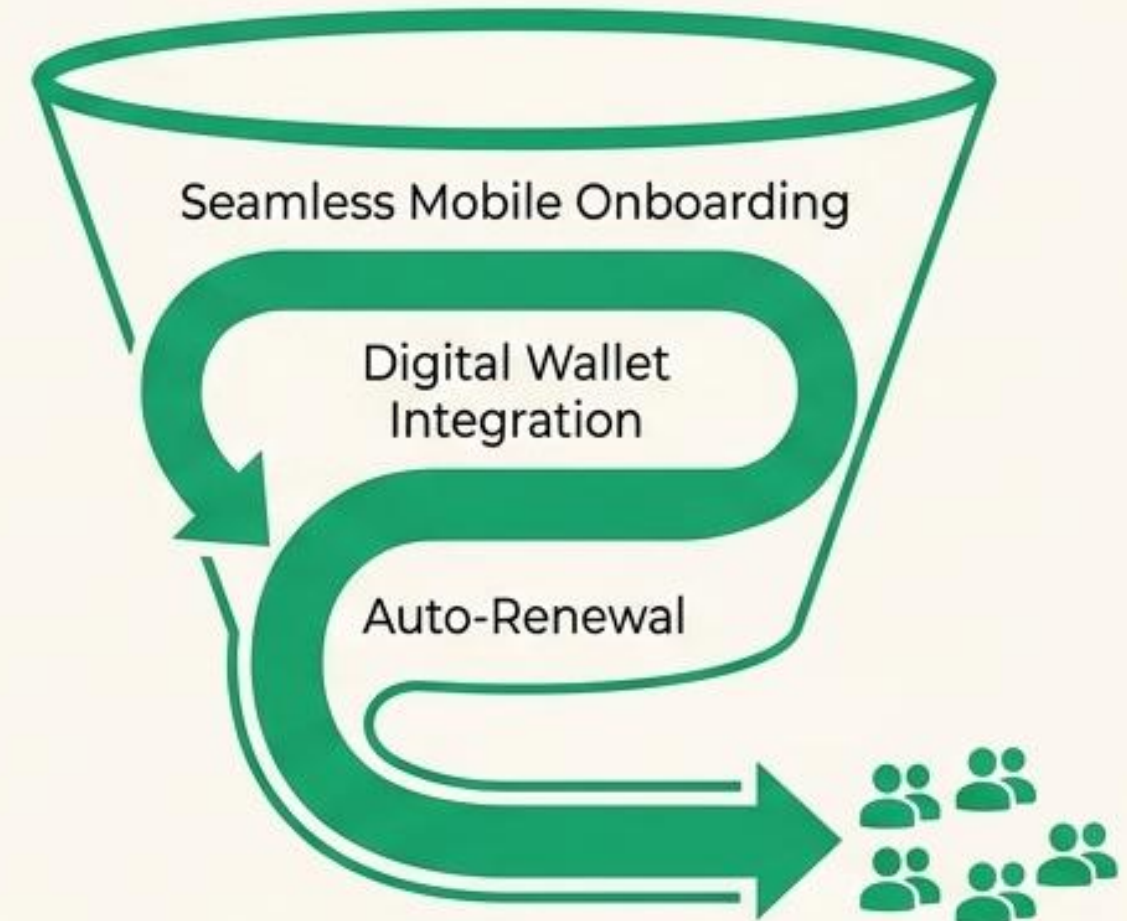
Our **89% retention rate** acts as a structural bedrock. However, sustaining our **7,200 member baseline** requires continuously **optimizing the 'fuel intake'** of our new member acquisition channels.

The Digital Friction Funnel

High-Friction Traditional Renewal



Zero-Friction Auto-Renew



Raw CRM data confirms that emerging cohorts overwhelmingly utilize “online” acquisition channels and social referrals.

To capture the incoming Gen Z wave, we must migrate our infrastructure from a high-friction manual renewal model to a **zero-friction, digital-first** ecosystem.

Bridging the gap between our historic bedrock and future scale.

The Current Core

The Growth Horizon

Demographic
Focus



Gen X & Millennials
(3,740 members)



Gen Z
(1,281 members & scaling)

Primary
Acquisition
Channel



Word of Mouth /
Legacy



Social & Digital Native
("Facebook", "Online")

Membership
Gateway



Individual
One Year



Digital-First /
Mobile Optimized

Renewal
Mechanism



High-Friction /
Manual



Zero-Friction /
Auto-Renew

Growth Roadmap I: Capturing the Gen Z Wave



Digital Acquisition

Invest in targeted social media campaigns, leveraging the existing organic “online” and peer-to-peer referral behaviors seen in raw acquisition data.



Tier Optimization

Introduce flexible, mobile-native entry tiers designed specifically to convert young individual enthusiasts into long-term members.

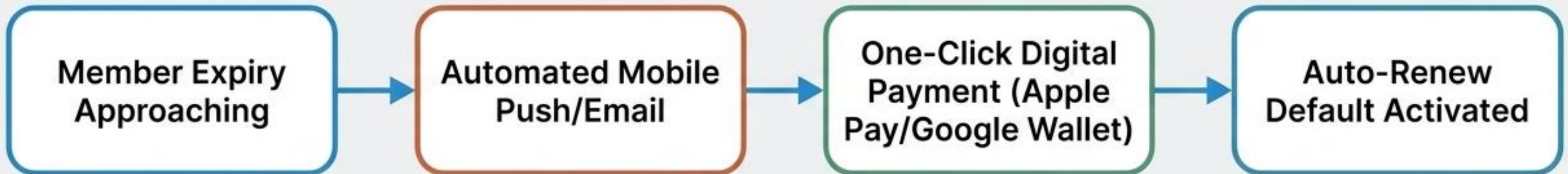


Community Integration

Activate the dense “Gravity Nodes” (Eastern Great Lakes, South Central) to host accessible, Gen-Z friendly regional meetups.

Growth Roadmap II: Zero-Friction Infrastructure

System Architecture



Default to Auto-Renew

Shift the default posture for new "Individual One Year" signups to auto-renewing subscriptions.

Mobile-First Onboarding

Ensure the initial sign-up and payment gateway is fully optimized for mobile devices, catering to Gen Z expectations.

Data-Driven Engagement

Utilize active login and event registration data to proactively target members at high risk of churn before their expiration date.

Future-Proofing the Legacy



We have built a formidable organization of **7,200 enthusiasts** with an incredibly loyal retention bedrock. By embracing digital-first acquisition and frictionless renewal, we will effortlessly ride the incoming generational wave into **2030 and beyond**.