

Los Angeles Adventist Academy Alumni Association

Membership Secretary's Report

Date: March 16, 2025

1. Introduction

The **LAAA Alumni Association** serves as a vital link between past students, faculty, churches, and the broader school community, fostering lifelong connections that support the institution's Christ-centered mission. Our purpose is to **engage** and **unite alumni** and **former faculty** creating a strong network that upholds the **values of academic excellence and service**.

Through active participation, members contribute to mentorship programs, scholarships, and community initiatives that enrich current students' experiences while preserving the school's legacy.

With that said, maintaining an engaged and active membership base is essential to sustaining these efforts, ensuring that LAAA continues to provide a faith-based education that prepares students for meaningful service in a diverse world. By staying connected, alumni help strengthen the institution for future generations, creating a lasting impact on both individuals and the broader community.

2. Contact Engagement Overview for Term 2023 - Present

Contact Engagement Overview – Table Format

Category	Count
Total Contacts	443
└─ Contacts Engaged (2023 - Present)	261
└─ 2023 Engaged Contacts	183
└─ 2024 Engaged Contacts	71
└─ 2025 Engaged Contacts (to-date)	78
└─ Engagement Activities:	
• Email Interactions	
• Event/Webinar Participation	
• Recent Purchases/Inquiries	
└─ Contacts Not Engaged (as of 2023)	182

- Subscribers are those that give monthly and stay active with their dollars.
- Total Subscribers: 1
- **Subscribers Retention Rate:** 100%

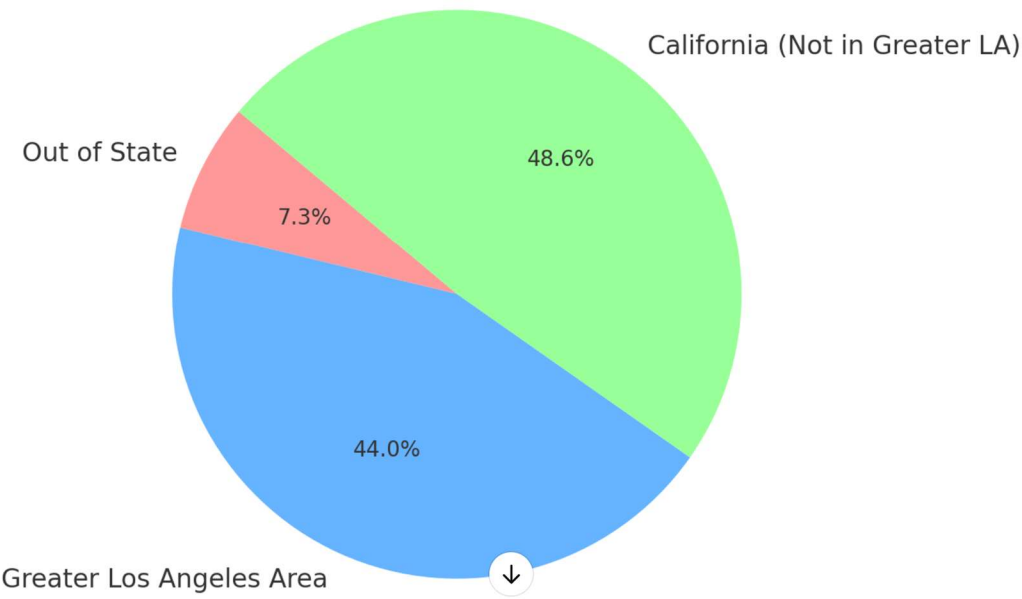
3. Subscriber Growth Trends (effective 2026 as part of annual report)

- **Current Year Comparison:**
 - For end of year/annual report
- **Growth Rate:**
 - Percentage change in membership compared to previous year or quarter
- **Key Factors Contributing to Growth:**
 - Discuss successful membership drives, events, or marketing strategies that led to growth

4. Demographics of Contacts

- **Geographic Distribution:**
 - Of the 261 responsive contacts

Alumni Location Distribution



Contact Demographic 2023 to Date

Location	Total Donors	Total Donations	Last Gave 2023	Last Gave 2024	Gave in 2025	Notes
Out of State/ Continental U.S.	21	\$6,558.00	12	1	8	
Greater Los Angeles Area	125	\$40,521	71	18	36	Due to Local Organizations Giving
California (Not in Greater Los Angeles)	115	\$24,771	61	61	36	

- **Age Distribution** (effective 2025):
 - Goal is to track Percentage of members in different age brackets
 - **Graduation Year Range:**
 - Goal is to maintain a List of graduation years or class ranges most represented]
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5. Member Engagement (deeper dive for 2025)

- **Event Participation:**
 - Track Number of members who attended recent alumni events
 - Manage a List major events held at the school and by the Alumni Association, including virtual and in-person gatherings
 - **Communication Channels:**
 - **Email Campaigns:** [Percentage of members opening alumni emails]
 - **Social Media:** [Number of followers or engaged members on social media platforms]
 - **Alumni Website:** [Website traffic and member registration stats]
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6. Financial Contributions Tracking

- **Membership Dues Collected:**
 - Goal to start tracking Total revenue from membership dues (effective 2025)
 - Goal to start tracking Percentage of members who contributed (effective 2025)
- **Additional Donations/Fundraising:**
 - Goal to start tracking Total raised from additional donations or fundraising efforts (Zeffy)
- **Sponsorship Contributions:**
 - Goal to start tracking sponsors supporting the Alumni Association (Zeffy)

7. Membership Satisfaction

- **Survey Tactic:**
 - Goal is to beginning member surveys for feedback
 - To identify key areas of member satisfaction and areas for improvement
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8. Challenges and Opportunities

- **Challenges:**
 - Goal is to list any challenges related to membership retention, engagement, or growth with the help of the Board Member and Alumni.
 - **Opportunities:**
 - Goal is to explore ways of increasing membership, improving engagement, or enhancing alumni benefits
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9. Conclusion and Next Steps

- **Key Takeaways:**

I am learning more and more that these statistics provide direction for the team. But gathering this information can be tedious when done manually. There is a need for technology to help manage data analytics, that in turn will provide direction for the board when planning fundraisers, events, and projects.
- **Plans for the Next Reporting Period:**
 - To incorporate CRM system for better segmented/target communication – goal to aid president, planners, president.
 - To incorporate a SMS text message system for better segmented/targeted communication. – to aid communications/marketing team
 - To expand Zeffy to pull in more demographic information to allow visibility into other segments like the following:
 - Year attended

- School attended
- Volunteering
- Age Group
- Surveys
- And many more.

Prepared By:

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