

Jaguar Clubs of North America

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JCNA Membership Committee Report

Submitted:

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The JCNA Membership Committee met every month in 2023. All Club membership chairmen are invited to participate in the ZOOM meetings in 2024. The format is an open discussion with the opportunity to discuss the meetings topic, and then an open forum for questions and answers. The results of this format have been positive and instructional. The club membership chairperson will describe the problem in detail. Several of the participants can volunteer solutions or describe their own similar experience and how their club solved the problem and how effective the solution was.

Since changing the format of the JCNA Membership Committee (2018) from regional representation (6) to all club's participation (60), the committee has become more effective in supporting local clubs' renewal process, retention of current members, and recruitment of new members. The COVID-19 epidemic was a challenge for all organizations with limited in-person participation. Memberships were beginning to decline. Several of the clubs offered ideas that were innovative and were a positive spin on old formats. More touring drives coupled with picnics became popular and to this day are still part of many club activities.

When looking into the future of JCNA Membership, the membership landscape is changing. The first-generation members are aging out and new younger members are joining. They are purchasing XK8, F-Type, F-Pace, and restored E-Types and are driving them. The focus of this new generation is driving and social events. Restoration and concours are not their focus but more participatory and active events are their flavor of the day. Membership chairmen are using these more hands-on activities to entice new members for dining events, driving events, social events, and networking events. This reflects our new generation of members. JCNA must change its thinking and approaches. Updating the JCNA Rally program and JCNA Slalom program needs to be revisited. Competition has become less important, and socialization has become the new normal. These formats are based on parameters that were valid 50 years ago. The JCNA Concours program is seeing a swing from the Champion Division to the Driven Division and Display, again a reflection of wanting to drive more and sit less.

2024 Membership Goals and Challenges:

1. **Membership renewals-** initiate more personal direct contact with members via social media, voice phone calls, invitation to participate in event planning, new member referral rewards.
2. **JCNA and Club Website updates-** revision of the JCNA home page, introduce pictures of members enjoying events on the website home page, feature clubs' events in a region with names and pictures on the home page, make the home page more member friendly less corporate, clubs of the month features, a more inviting website appearance.
3. **JCNA Membership benefits-** list parts finder, member assistance (JagHelp, JagTech), list 19 JCNA membership benefits, list JCNA Regional Directors for information about clubs in their area.
4. **Activities-** revision of current JCNA programs (concours, rally, slalom) to reflect a shift in participation, increase in driving events, social media, feature articles on successful event formats.
5. **New JAGUAR owners-** with JLR reducing the number of dealerships and product line, JCNA clubs must focus on those potential members who are purchasing older modern JAGUARS and inviting them to participate in events, JCNA is a source of information, maintenance, and service information, JCNA becomes a networking/support center for historic and older modern JAGUARS.
6. **Support resources-** the clubs should reach out to maintenance, service, restoration businesses as resources for membership recruitment and added-value, invite these businesses to advertise, underwrite, and participate in events, give tech sessions, demonstrations, product review, etc.
7. **Region support meetings-**the Pacific Northwest Region initiated quarterly club Zoom meetings. The club presidents participated with the Region Directors to discuss issues, problems, solutions, ideas, event management, etc. Recommendation that all JCNA Regions adopted this idea to stay in touch with their respective clubs and membership activities.

The JCNA Membership is evolving. Members are moving to other states, selling their cars, retiring, and traveling, we must change our priorities and methodologies. The smaller clubs have been the most active in our committee meetings, sharing their challenges and benefiting from the input of the larger and successful clubs. This relationship must be expanded and shared. The results of our collective efforts are that the participants in the JCNA Membership Committee have become a Team in support of JCNA and each other.