

## CR-2E Direct Mail Membership Recruitment Project



1100 names and addresses were purchased for membership mailings.

11 were returned desiring membership and were mailed membership forms.

No further actions were taken for future mailings.

### Background

- Mark Mederski from the Ohio (NC29) club has proposed a test of new member recruitment at the JCNA level using a Direct Mail Marketing Method/Process.
- Mark was VP of Marketing at the American Motorcyclist Association and helped to build their membership from 130,000 to 265,000 members over 15 years at 3% to 5% per year. Most new member acquisitions were via direct mail marketing.
- Mark was contacted by a list processor owning a file of 7800 Jaguar owners gathered from various sources (not DMV). The records are 12 months to 18 months old and only cover to USA.
- John Boswell requested an analysis of the opportunity, and a small team was formed.
- After analysis we proposed to run a sample of 1,000 names to evaluate the success rate of direct mail marketing for JCNA. The usual success rate is 1.5% to 3%, which would generate 15 to 30 new members in the trial and 80 to 235 new members for a full campaign of 7800 mailings.
- In December 2023, the JCNA Executive Board and Board approved the trial.

