



2018/2019 Membership Report

Presented by the POC Board of Directors

Our strength is in our membership – the passionate entrepreneurial spirit of the women and men who love professional organizing and the wide array of career opportunities it presents. We value and appreciate every person who steps forward and wants to be a part of POC. Together we are growing both the association and the awareness of the profession across Canada.

Membership June 2018 to June 2019 Highlights

- We updated our POC Member Handbook to contain key tips and current information to guide new members in how to get the most from their association.
- We introduced an Emeritus member level. Former POC members who have retired and are no longer providing professional organizing services can remain active and involved with the POC community. Membership fees are only \$100 a year!
- Our membership was a solid 610 members at the end of our fiscal year!
- The board received monthly membership reports with statistical breakdowns by province, chapter and month joined.
- 13 members earned their Silver Leaf Status and we had one new Gold Leaf member! Our Silver and Gold Leaf members add experience, mentorship and great networking opportunities to our newer members.
- A Membership Card was created reflecting the member number, name, and date they joined POC. These are designed and provided in PDF format to members upon request.
- At the POC Conference this year, members will be approached to give a short video interview about why they came to the conference and the value they see in their POC membership. This aligns with our Strategic Planning goals outlined below.
- We continued to provide ongoing services to our members by answering daily inquiries on insurance, member profiles on the directory, courses, volunteer opportunities, chapter event information, conference registrations and much more.

Current and Future Membership Projects

We are currently working on a revised New Member Package that will see a move towards more online documentation to save both the environment and costs. We hope to implement it in the next few months.

The thorough review of the Policies & Procedures Manual is almost complete – the board has received and reviewed many updated policies and procedures from project leaders Stephanie Deakin and Maggie Megenbir. We are excited to see all their hard work come to fruition in the coming year when we roll-out the new manual. Thank you to both Stephanie and Maggie for their time and commitment to seeing this through.

As you may recall, last year POC put a new Strategic Plan in place which includes the following goals for the next three years:

- increasing membership by 10-15% through new recruitment approaches and retention strategies, including the establishment of membership tiers, member surveys, volunteer surveys.
- create new messaging, graphics, video and infographics to best show the value proposition of membership in POC.
- expand initiatives and approaches to inform the general public on professional organizers and their role in home, office and corporate services.

We love to hear from our members! If you need assistance on anything from navigating the website to applying for Silver or Gold Leaf status, volunteering, getting your profile updated or taking a course, we are here to help, and we look forward to speaking with you.