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MEMBERSHIP REPORT – NOVEMBER 2014

MEMBERSHIP TYPE	2014	2013	2012
Adult	1,386	1,320	1,288
Coach	1,818	1,765	1,610
Complimentary ¹	0	0	3
Friends of Field Hockey	127	204	163
Honorary Member ¹	0	0	16
Honorary Umpire ¹	0	0	27
Lifetime	572	547	508
Temporary ²	1,010	159	5
U12	3,432	2,994	2,710
U19	16,632	16,629	15,387
Umpire	731	713	682
TOTAL MEMBERSHIP	25,708	24,331	22,399
Club Memberships	269	261	244

2013 to 2014 GROWTH

MEMBERSHIP TYPE	GROWTH
Adult	5.0%
Coach	3.0%
Friends of Field Hockey	-37.7%
Lifetime	4.8%
Temporary	535.2%
U12	14.6%
U19	0.0%
Umpire	2.5%
Total Membership Base	5.7%
Clubs	3.1%

¹ In an effort to streamline membership categories, Honorary Members were transferred to the Lifetime Membership category and still hold their Honorary status.

² Includes all Temporary Memberships purchased within the year specified.



Membership Progress: 2014

- Lifetime Members
 - Lifetime members are now able to register for a Coach or Umpire upgrade at no cost.
- Team USA Members
 - In an effort to provide even more value for this very important group of members, former and current Team USA members now have an Olympic Movement “feel” to their membership account. They also receive an official Team USA Field Hockey membership card.
- Professional Members
 - Decision was made to keep the professional Coach and Umpire memberships separate to give both groups the specific attention and value they deserve.
- Adult Members
 - USA Field Hockey will introduce the NCAA Digital Membership in 2015 after months of planning in 2014 to determine best time to introduce category to the athletes.

Membership Goals: 2015

- Increase membership numbers across all categories by adding value to membership types
 - Individualized communication and resources based on membership type.
 - Category-based renewal reminders in an effort to grab members’ attention.
 - Updated Membership section of USA Field Hockey’s website in an effort to give our members more in-depth information before having to call/email our membership dept.
 - Streamline and improve marketing for each membership type in an effort to provide specific value for that member’s interest within the sport.
- Introduce NCAA Digital Membership
 - Current Futures participants will apply to this membership type as they begin to play at the NCAA level in Division I, II, and III.
 - Benefits will include a digital copy of FH Life and regular communication from USA Field Hockey all for free.
 - Maintaining contact with these members during their collegiate years will help to pull them back in as Adult, Coach, and Umpire members in the future.

