

MEMBERSHIP Report 2017

In 2017, King's Theatre Society Memberships had been steadily increasing-- to 240 memberships (representing approximately 360 individuals) and \$8,862 in Revenue, an increase of more than 153%.

This, I believe is due to the theatre's eclectic programming which attracts new audiences who wish to 'belong' and support King's Theatre in our community, even though many come from elsewhere.

Membership is also attracted by the artists who exhibit in the King's Theatre Lobby Art Exhibition and by the Volunteers who are pleased to support the theatre with their membership and their time.

Becoming a Member is also made extremely easy--a call or visit to the Box Office, join by simply clicking the invitation from the Newsletter or King's Website and from other literature available in the theatre lobby. A personal phone call to those whose Membership has recently expired, or will recently expire, is also very successful. Members appreciate the call and typically renew 'on-the-spot'.

The Membership Chair is always alert to attracting new members and will continue, along with the other methods described above, to increase King's Theatre Society's membership.

Respectfully Submitted
Flora Colautti Hall
Chair, Membership