

Membership Year End Report

It was a successful membership year for the Argonaut Rowing Club. As this was my first year as membership director, I received lots of support from Bahram and other board directors.

Our membership has grown this past year where we now count 240 adult members, 113 junior members, as well as 44 Branksome Hall athletes and 62 University of Toronto athletes. This is one of the largest membership base for ARC compared to previous years. Members who joined during the COVID years continued with the club.

This year, we saw a 33% conversion rate from our Learn-to-row (LTR) program to Learn-to-train (LTT) program. This means that 53 athletes joined our LTT program directly from LTR.

Other changes that occurred during the year that have impacted membership

- Technology: Membership registration system
 - New and existing members were asked to register using a new platform called Wild Apricot. The benefits of the platform include customer relationship management which facilitates sending out personalized emails to members.