

## **ESIYI Membership report for AGM 2010 –Marianne Farish**

I took over ESIYI membership in Dec 08, just at the time of Guruji's birthday celebrations. I was organising events with Mona Hislop at the time and we were 2 years into that post. Due to the events being very busy and with the big event of Guruji's birthday to plan and celebrate I didn't have much time to get to grips with the membership particularly as I took it over part way through the year so I apologise to anyone in 2008 -2009 that perhaps was left off any email correspondences or perhaps who didn't receive their IYA (UK) magazines (this should have only been people joining late in the year). With Mona having done a fabulous job of booking and sorting all our venues for 2009 we waved a fond farewell to her and I continued to also do events as well as membership as we went through a hand over phase working alongside the new event volunteers towards the end of 2009 and that brought me to my last event with Richard Agar Ward. So congratulations to Karen Lamb and Steve Gowenlock for taking up the event organisers reins from Mona and I and being so efficient and enthusiastic already. They have done a great job already.

So I set up a new database in 2009 at exactly the same time that the IYA (UK) set up their new way of uploading member details onto their web based system.

The new IYA (UK) web based membership database should be a lot easier to manage than keeping a paper trail. However it does need a bit of computer skills to manage.

It is however much easier to change any addresses or phone numbers or email addresses quickly and without going through an admin assistant at IYA. This was fine for 2009 (although I'd doubled the efforts in making now 2 databases!! Silly me)

### **A little bit of detail about how membership works:**

From your £12 the ESIYI pays £6.50 per person to the IYA (UK) for your subscription which includes getting your 2 magazines per year, access to the IYA website and all their hard work and dedication to bring you annual and special events, news and other information. The rest of the money goes into mainly printing leaflets for every event, including special events and the membership forms, paper, ink, envelopes and postage costs quite a bit of money to send to the full membership as well as all the extras sent to the other centres and for teachers to pass around. Venues are also paid for and are one of our biggest costs. We also have fuel and transport and some additional costs of visiting teachers.

The database held by IYA UK) contains all the people who have ever been members of ESIYI in a master list. They then have a 'Renewals' list for non-teachers where I am supposed to tick the box that says members have paid their subs to me at ESIYI, I can then amend any personal details such as a house move or change in email for you.

For Teacher membership it is a little bit different

When IYA has approved the teacher membership application of those teachers who have named our institute as their main institute, the name of the teacher appearing in the first list will be automatically transferred to this second list.

When we have received the institute subscription from a teacher whose name has appeared in this second list, I confirm the institute membership on the IYA database.

We then end up with '**IYA Teacher Membership and Institute Renewed**' as our final database!

***Other useful info particularly for teachers:***

The names of all members who have not renewed their institute membership will be left in the, 'members waiting to renew' list. We will need to contact the IYA membership office about the names of those teachers left in this list who have renewed their Institute membership but who have not renewed their IYA teacher membership.

There are various reasons why teacher members are required to cancel their IYA teacher membership when they give up teaching. Those teachers who do not wish to continue teaching are required to contact the admin office of IYA to have their membership cancelled or changed to non-teacher members. This does not affect certification level and teachers will be able to re-instate their teacher membership of IYA at any time.

**Some people are members of 2 or more institutes and we need to be clear about which is their primary institute so that we can pay the correct subs. If you change your primary institute say from GWSIYI to ESIYI then I have to contact the IYA(UK) admin to change this**

**2010-2011 membership**

Thanks to all of you who were very quick with sending in your membership slips and payment. My sincere apologies that some cheques therefore were paid in to the ESIYI account quite late – I think we were a little victim of our own enthusiasm for trying to be organised!! Membership actually officially runs from 31<sup>st</sup> March 2010 -31<sup>st</sup> March 2011, so perhaps me sending off forms in January was a little premature?!?!

Unfortunately this year 2010 -2011 The IYA (UK) database function was not working until this week (12<sup>th</sup> April) so although members have been very good at sending in their membership early (Jan-March) I have not yet been able to update them on the IYA site, but this will be done by the end of April. Sorry to everyone and thanks for the messages from people wondering what was going on. I didn't want to send out membership cards without getting the correct membership numbers on them but these shall be going out shortly.

**Membership cards and going electronic:**

On that note I would like to bring up at the AGM the idea of membership cards becoming electronic. This will save paper and ink, postage and envelopes. If anyone does not have access to the email then we can send out cards to those people who want them. I will canvass for opinion at the AGM. One of ESIYI's biggest costs is printing and postage which is why we have had to increase membership costs by £2 per person to £12 this year. If we can increase communication via email then perhaps we can drop the price of membership back to £10 again in the future? This also is more ecofriendly and saves paper and time (cutting up cards, using inks, making address labels, stuffing envelopes and posting)

Going more electronic does mean that email addresses have to be correct and any changes need to be highlighted as soon as possible. We have had a lot of emails bouncing back in recent times so thanks to all those who made their email addresses

very clear on their forms. I am aware that I had made the space for email addresses very small on the forms so my apologies for that I will change that in the future so that it is easier and you don't need to write in the back of the form anymore.

### New members:

I tried to really canvass for new members this year. I sent colour coded forms around the place to see if they would come back to me and be easy to tell if they were non-teacher members, teacher members, people who had been given a leaflet from their teacher, or brand new members picking up leaflets from Edinburgh Iengar Yoga Centre or Yoga stable!

This strategy didn't really work as many long standing members sent in forms from EIYC!! But never mind. I also tried to make sure as many teachers as possible got at least 10 forms to give to any of their private students. So I hope you found them useful to hand out.

Overall I'd like to say a big thank you to all those long standing members who continue to rejoin. And thanks to those people who may have dropped off the system at some point but who are now rejoined and of course to the brand new members you are most welcome into the ESIYI family.

Below is a simple graph showing our membership over the last 5 years. Numbers are bit lower this year but we tend to get at least another 10 people joining as the year progresses, so that would keep numbers pretty similar year on year.

Please continue to join, we try our hardest to bring you fun and interesting events, a much more funky and bright newsletter and as much information via email as we can.

