

## Week 323 Member Services Report



**Marsh at Lt. Is. Wellfleet, MA**

[By Jim Harrison](#)

## Summary of the Past Week

- We performed 60 services last week out of 75 requests.
  - 15 Requests were cancelled
  - 5 were cancelled after volunteers were found
  - We were unable to fill 4 service requests
- We placed 29 phone calls and filled 10 services by phone.
  - 71% of services were filled online
  - 9% of services were filled by phone
  - 4% of services were filled by email and
  - 16% of services were filled by private arrangement
  - We have an analysis of [growth and renewal rates](#).
- To view reports for previous weeks click [here](#).

## Numbers for the Week

- The number of requests remains high.
  - Last Week: 54 volunteers performed 60 services for 40 households and covered 10 office shifts. In total, with 5 filled cancellations we filled 75 assignments. In addition, 13 more requests were cancelled before volunteers were found.
  - Last Month: 111 volunteers performed 231 services for 81 households. We also covered 40 office shifts.
  - Last Year: 246 volunteers performed 2869 services for 215 households.
- We have 346 members and 314 volunteers.
  - One year ago we had **309** members
  - We added **108** members during the year
  - but lost **71** members
  - for a net increase of **36** in the last year.
  - Our renewal rate for members belonging for at least on year is **79%**
- The number of volunteers in the database is climbing.
  - The median age of our volunteers is 69
  - The median age of our members is 85
  - **2** new members were added, and our waiting list has **17** people.
  - The people on the waiting list have waited at most **three** weeks before being offered membership.

## Looking Forward

- The number of future services is about the same as last week.
- We have 174 future service requests.
  - 21 booked but cancelled.
  - 18 need filling next week.
  - 77 need filling over the next 4 weeks.
- 56% of services for the next four weeks have volunteers.
- To view reports for previous weeks click [here](#).

## Questions

What and how many services are we providing?

How many households use services?

What is our Cancellation Rate?

Why Members Quit

How many volunteers do we have and how frequently do they volunteer?

How many future services will we have?

What are the differences between single and household memberships?

How old are our members and does their age affect the services they need?

What are the differences between the towns in our service area?

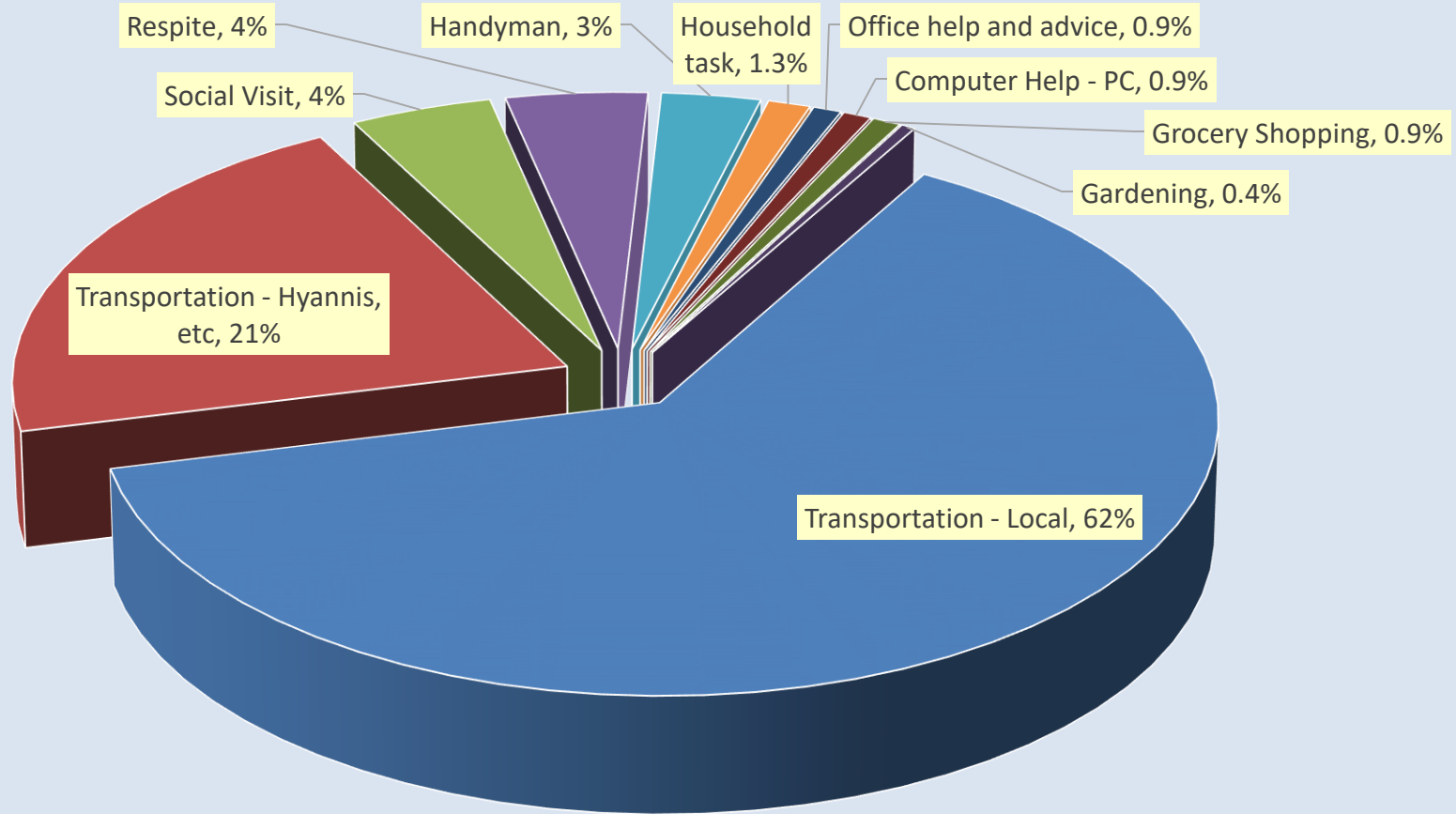
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## Who is Using What Services?

- Overall, transportation (including errands) remains the major need (**73%**).
- 81 households( 28%) received 231 services in the last four weeks
- The annual rate of services is **10** per year per household.
- The 10% most needy members used a little over **50%** of services.

## Services in the Last 4 Weeks

4/22/2017

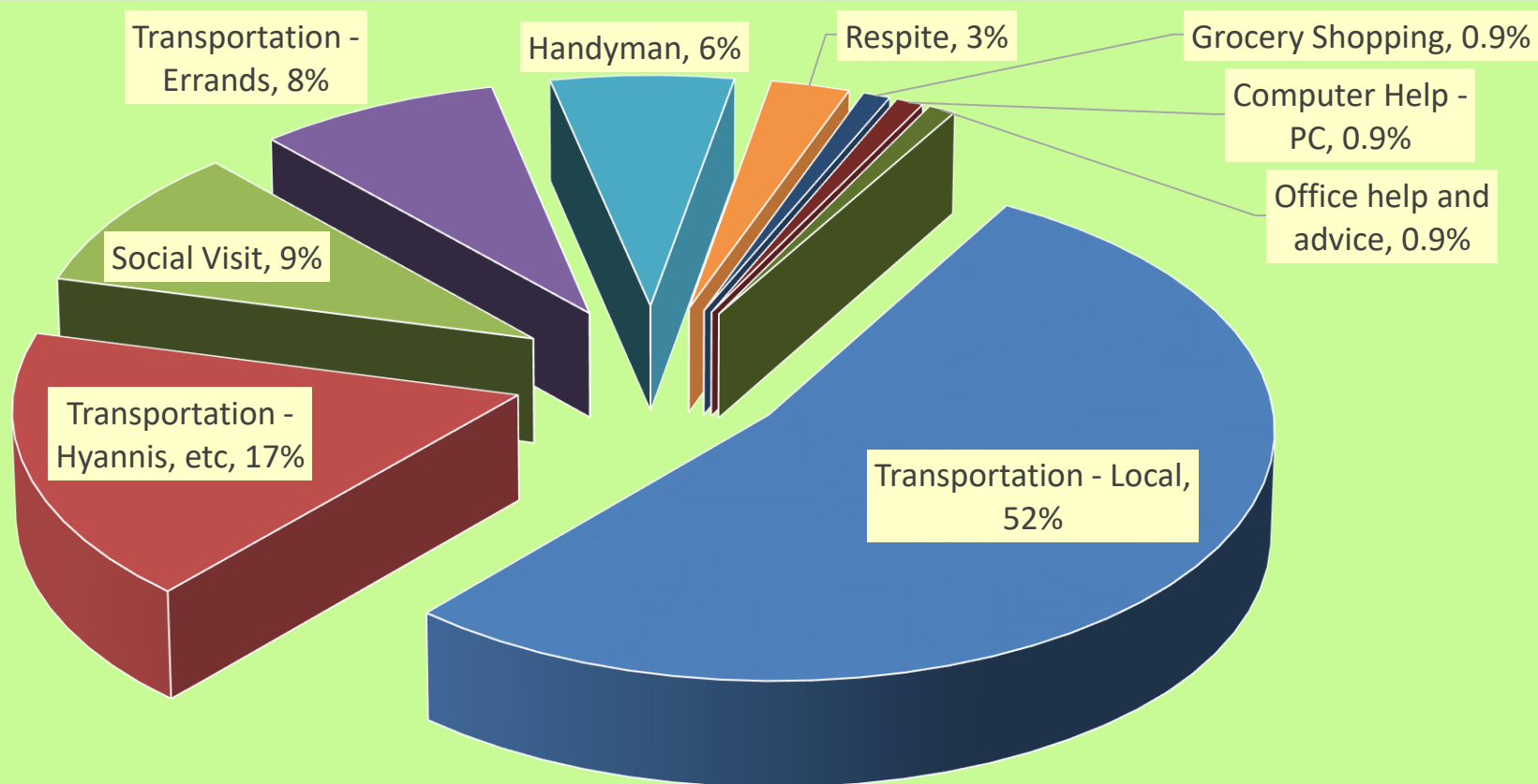


81 households received 231 services in the last four weeks



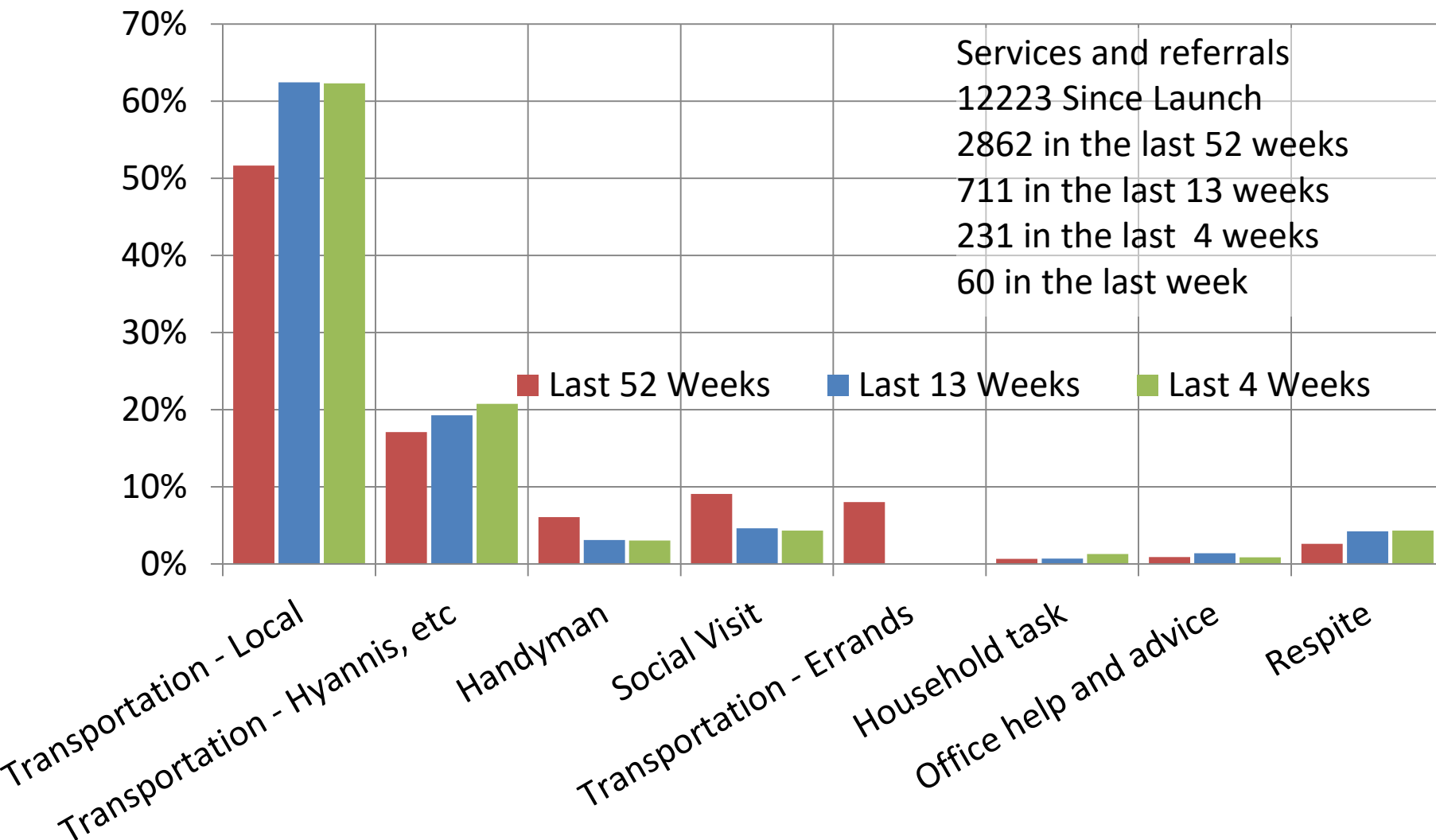
## Services in the Last 52 Weeks

4/22/2017



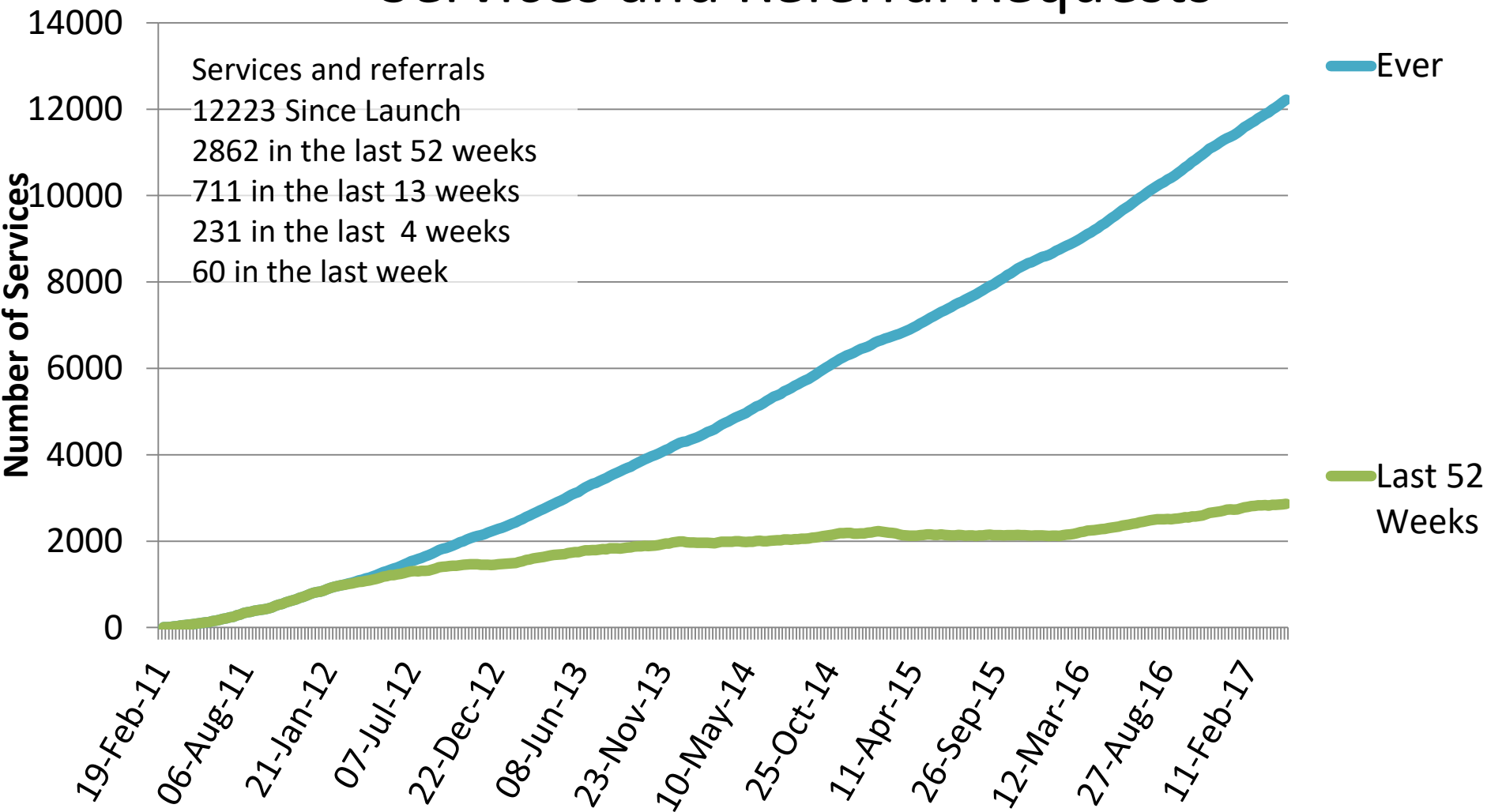
454 households received 2862 services in the last 52 weeks

## Trends in Services

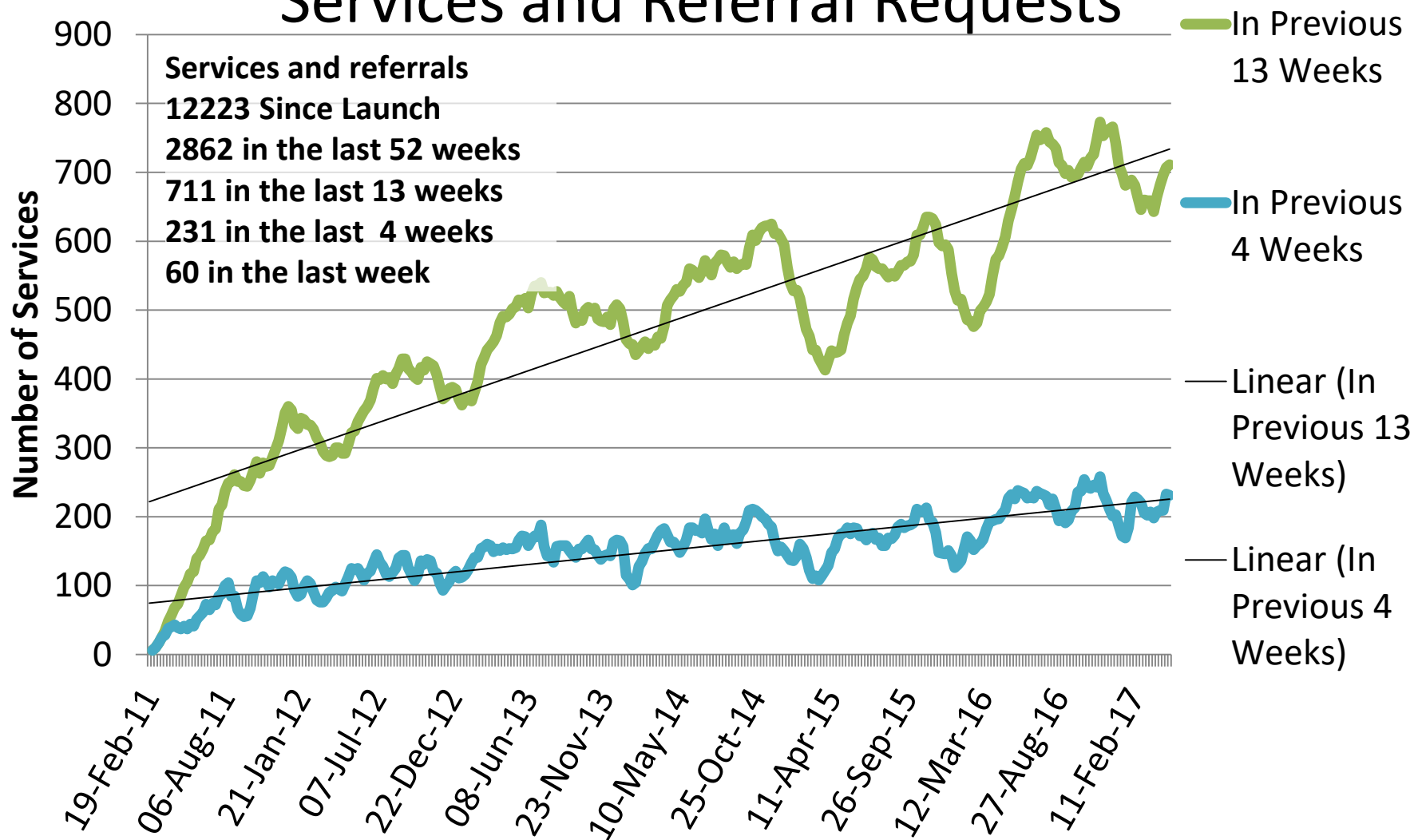




# Services and Referral Requests

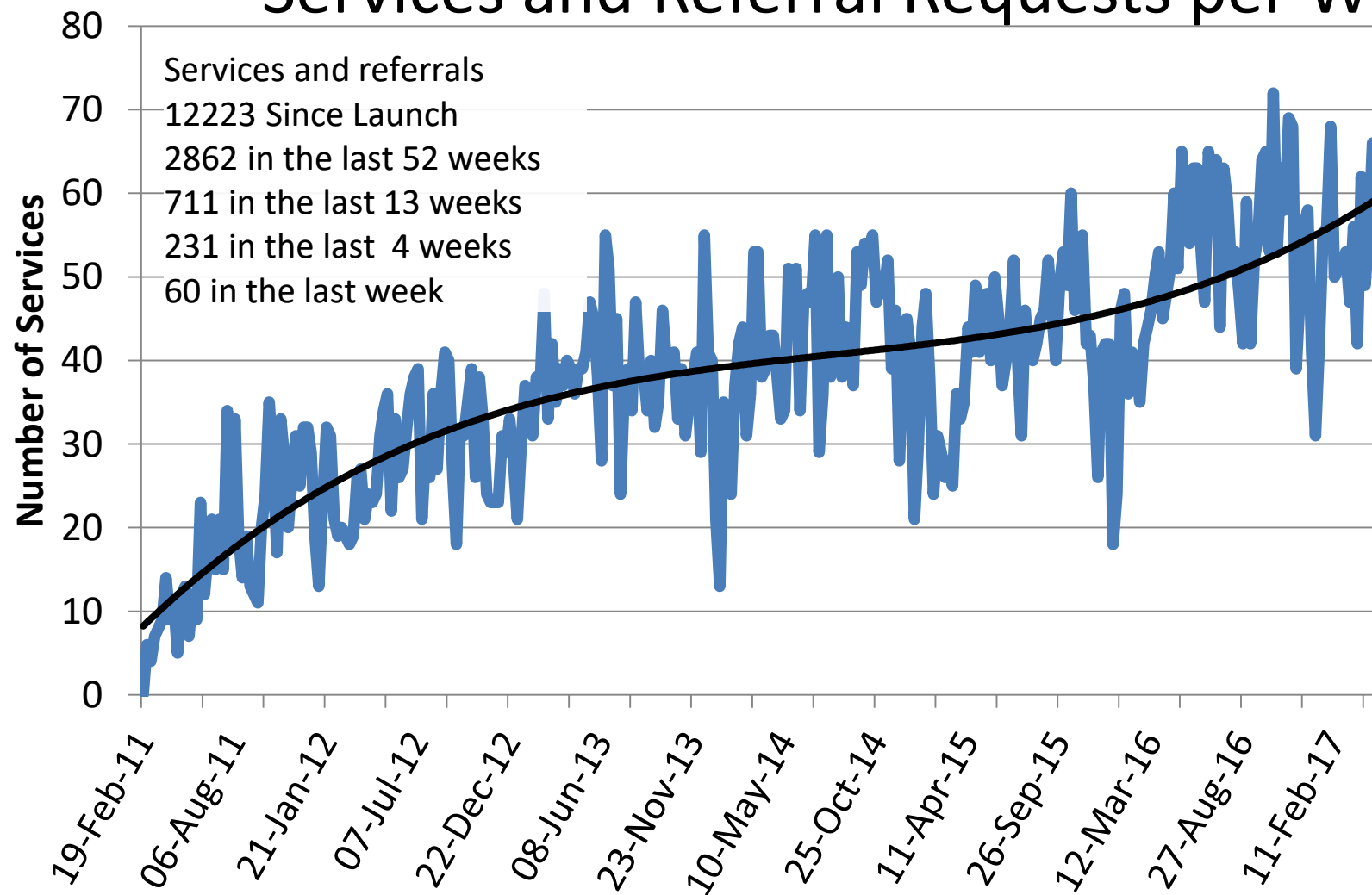


# Services and Referral Requests



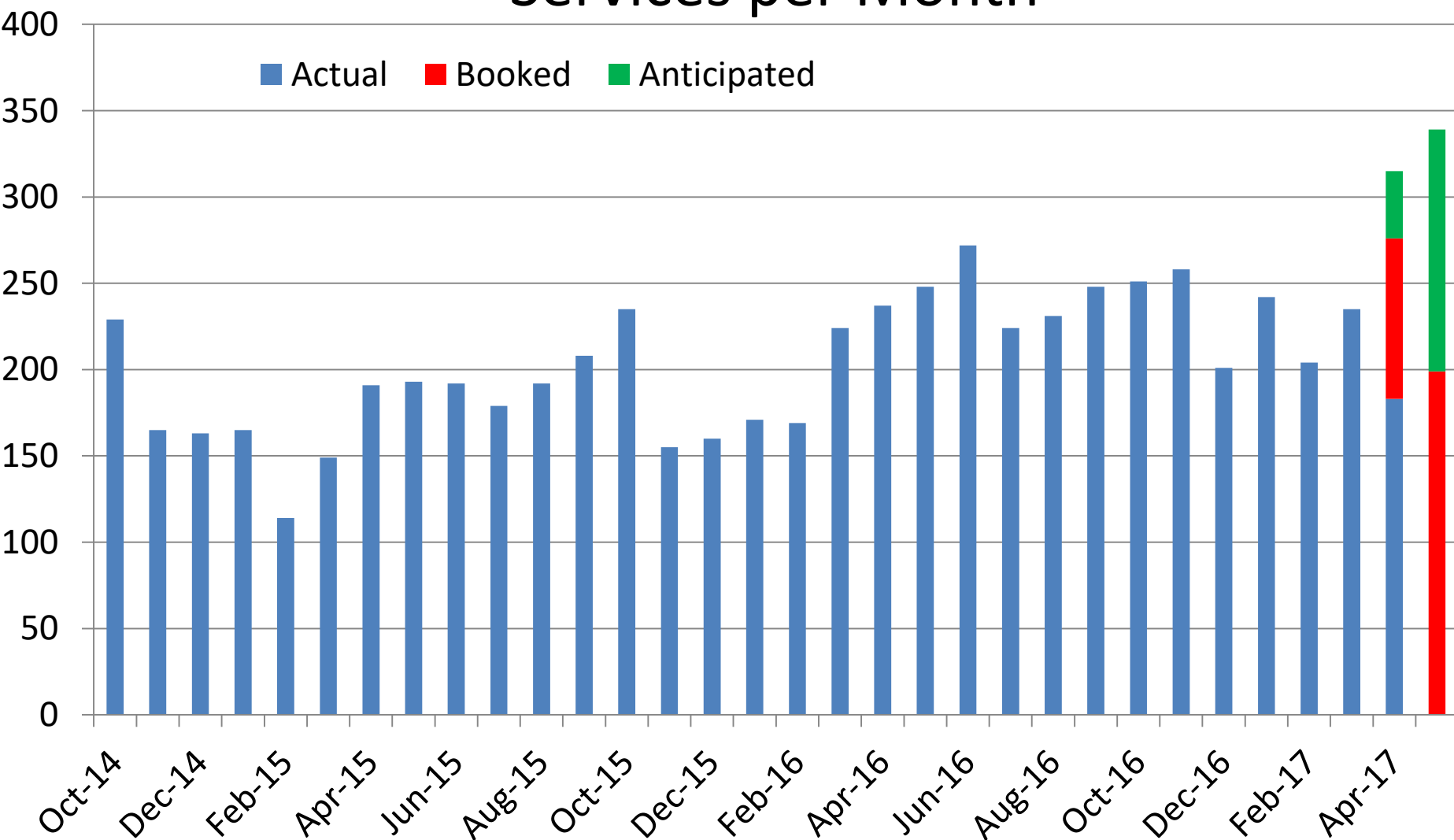


# Services and Referral Requests per Week

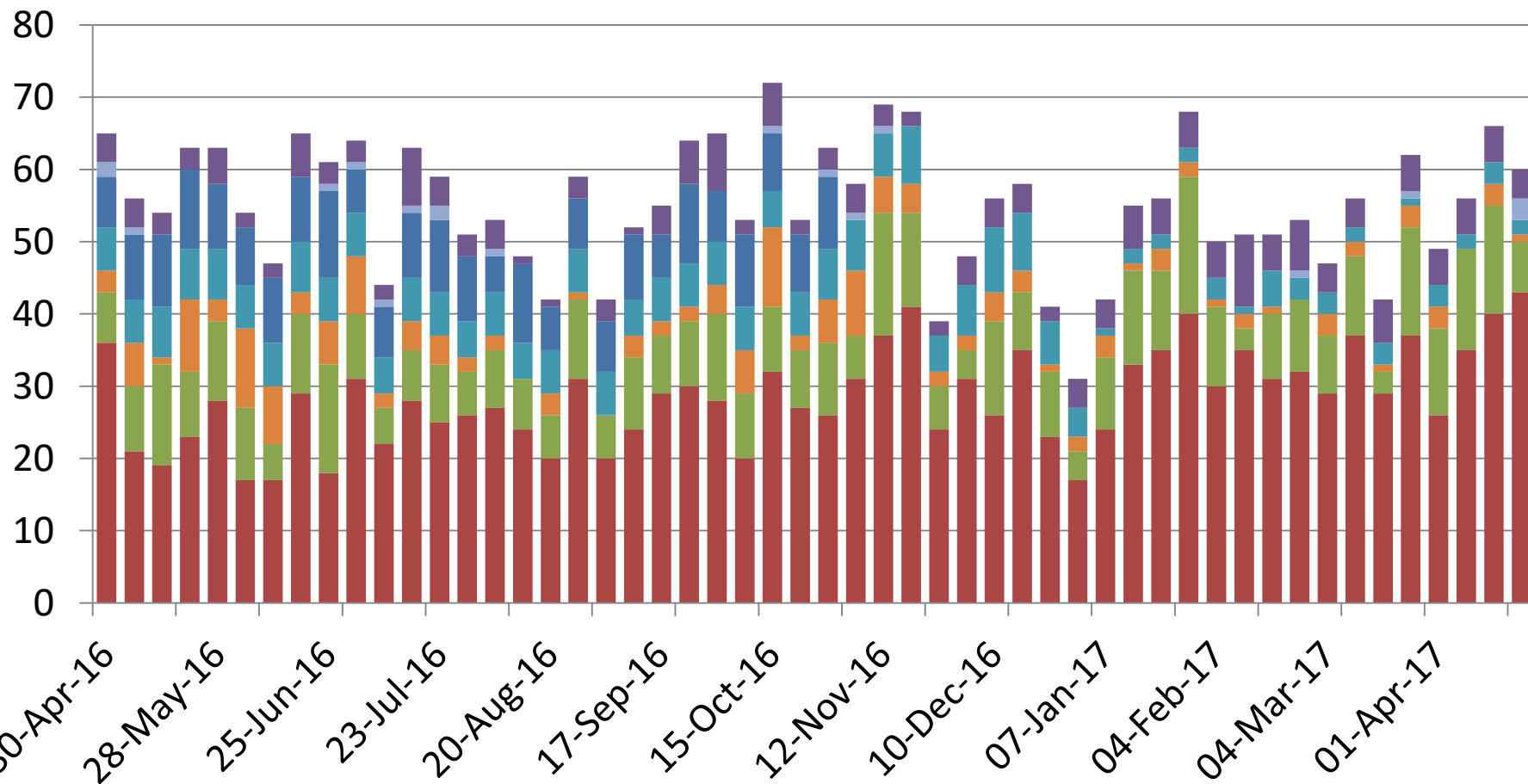


## Services per Month

Actual Booked Anticipated



## How Have Direct Services Varied in the Last Year?



Transportation - Local

Transportation - Hyannis, etc

Handyman

Social Visit

Transportation - Errands

Household task

Other

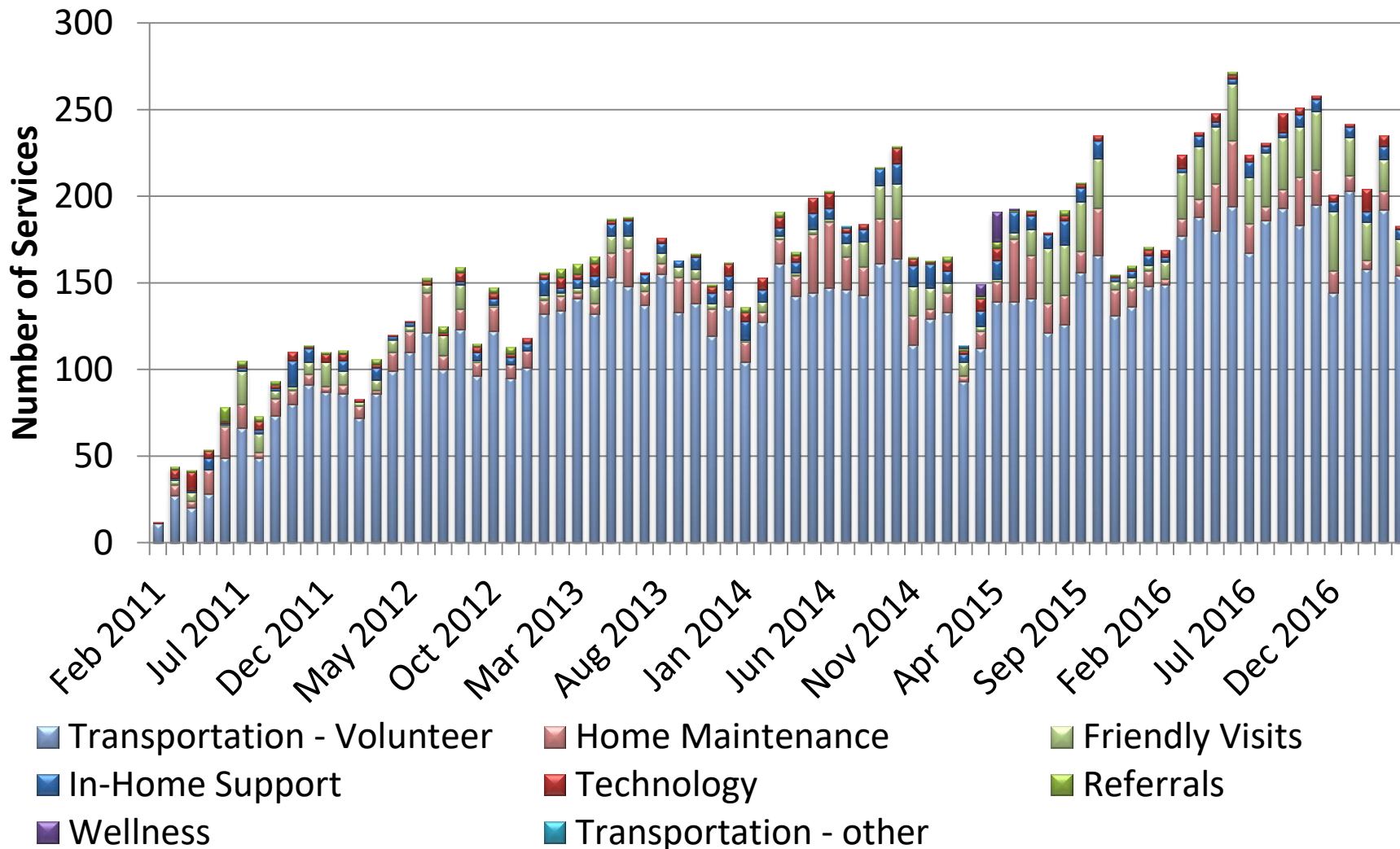
4/23/2017

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## Service Categories

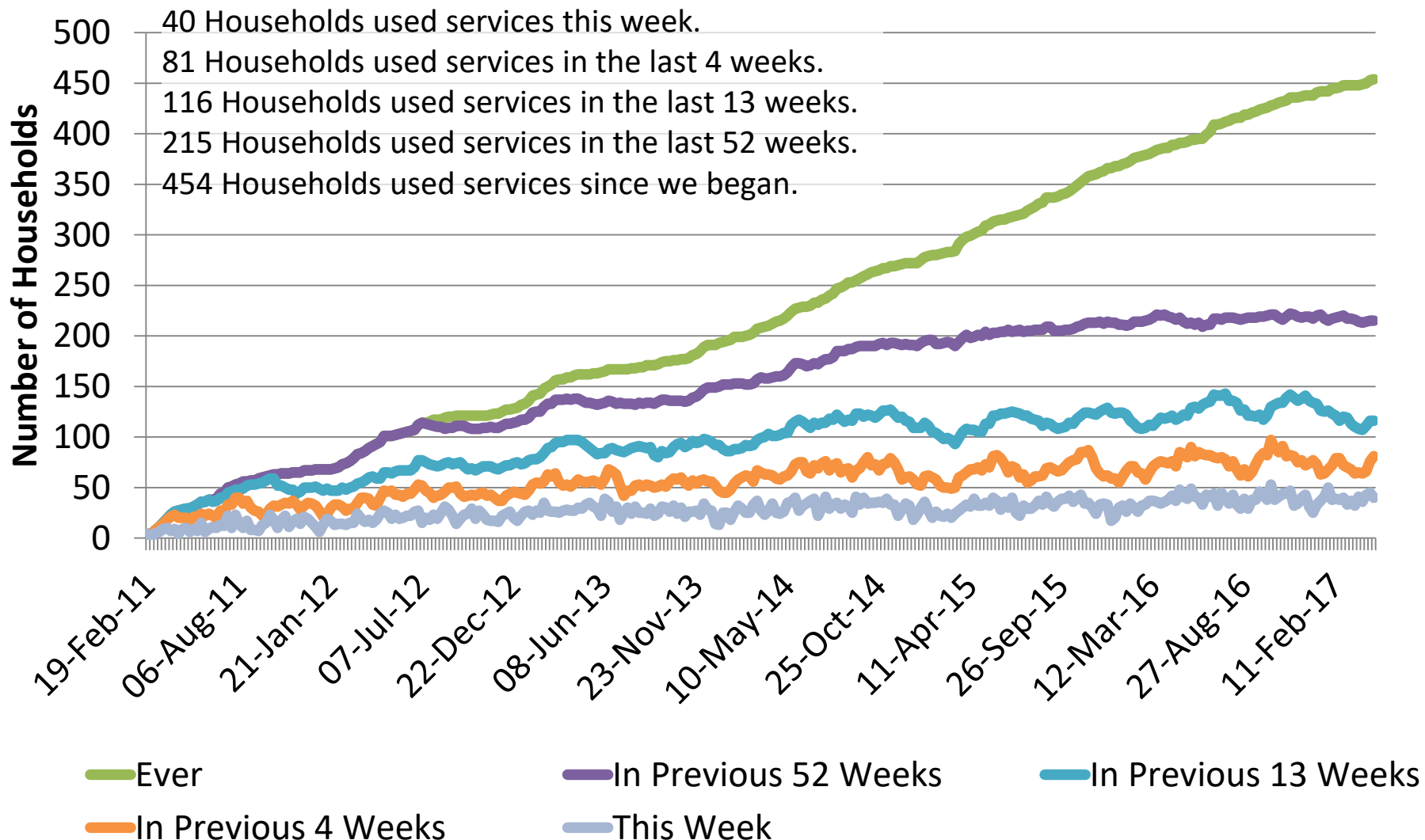




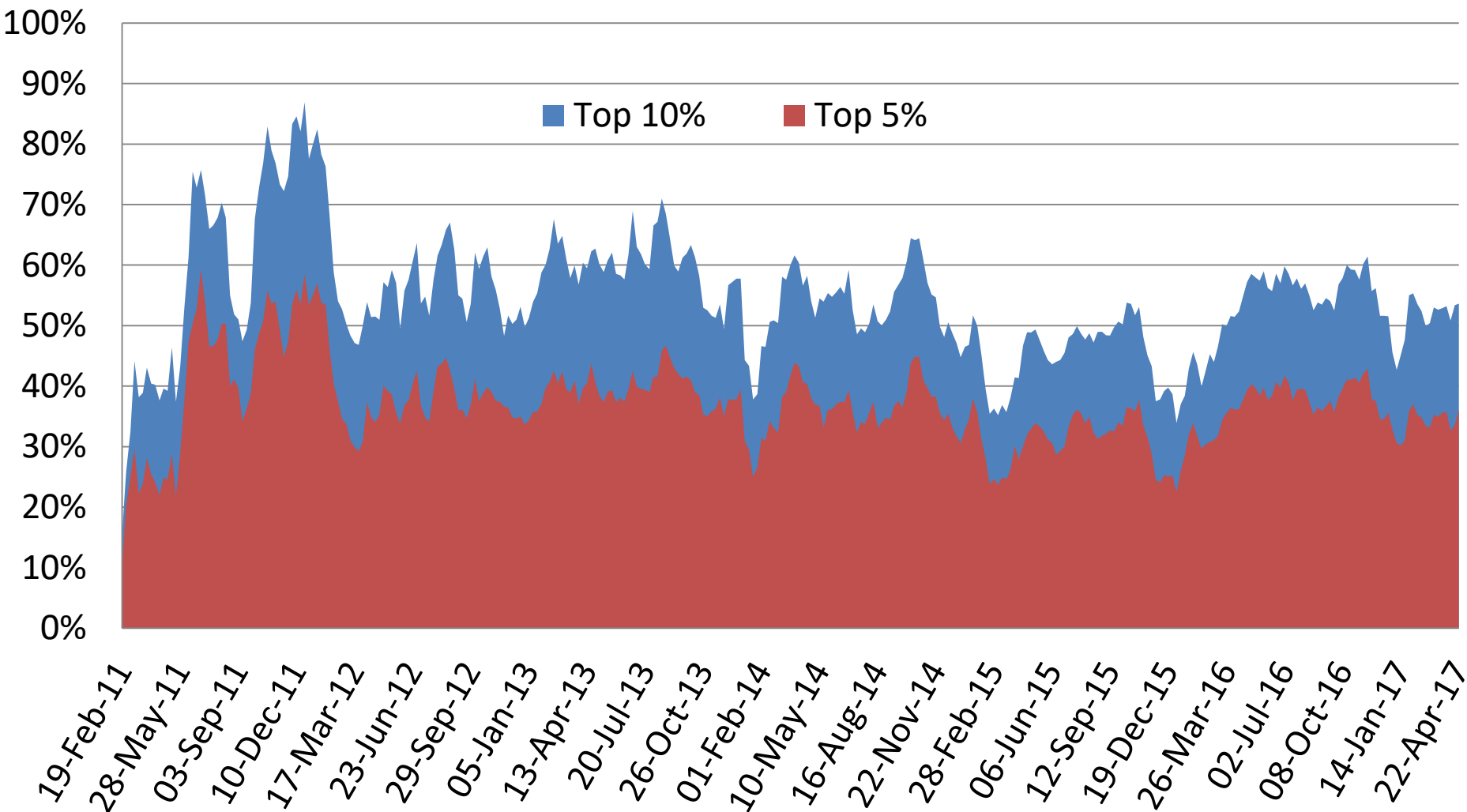
# HOW MANY HOUSEHOLDS USE SERVICES?



## How Many Households Served

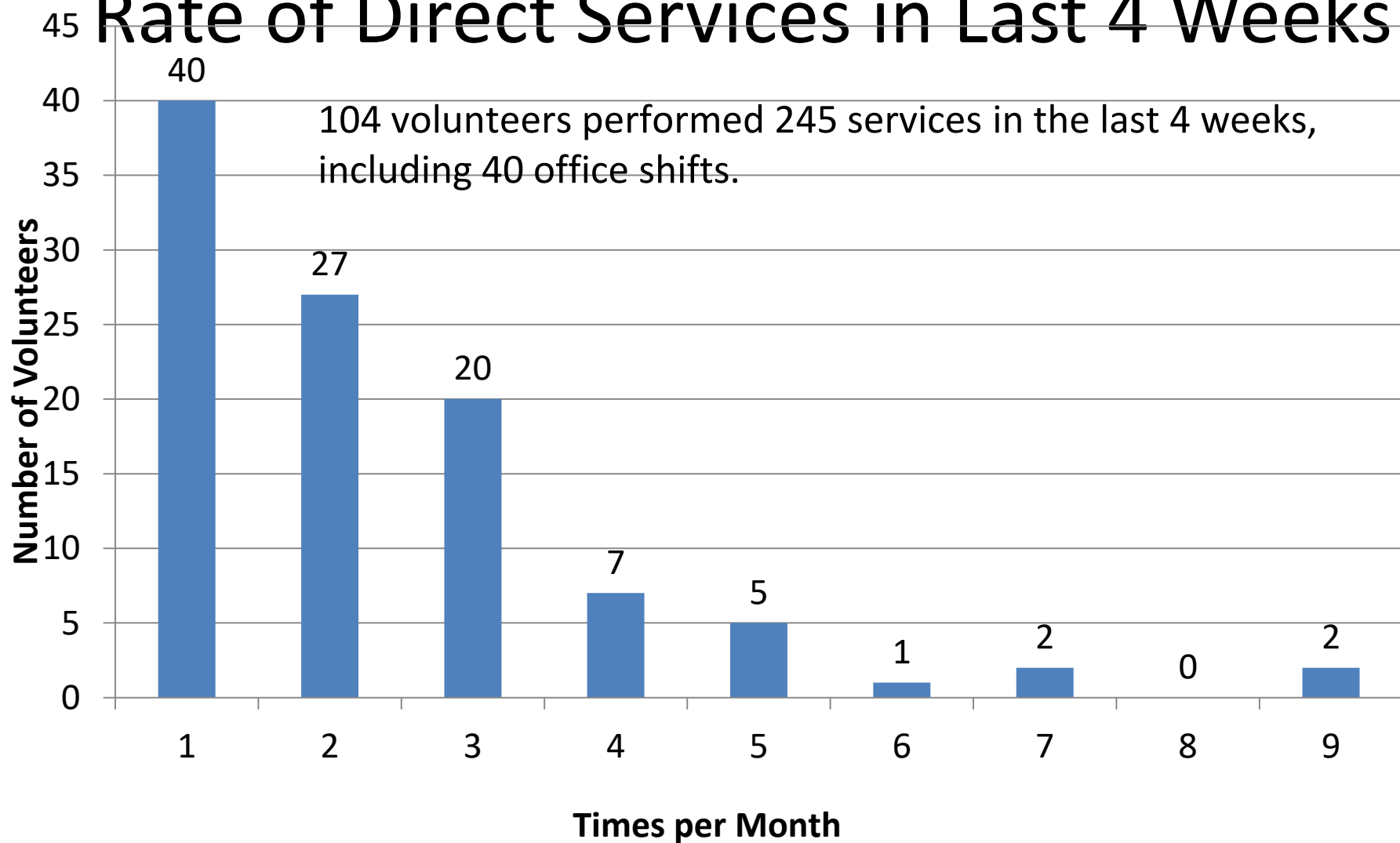


## Heaviest Users of Services



# Rate of Direct Services in Last 4 Weeks

104 volunteers performed 245 services in the last 4 weeks, including 40 office shifts.

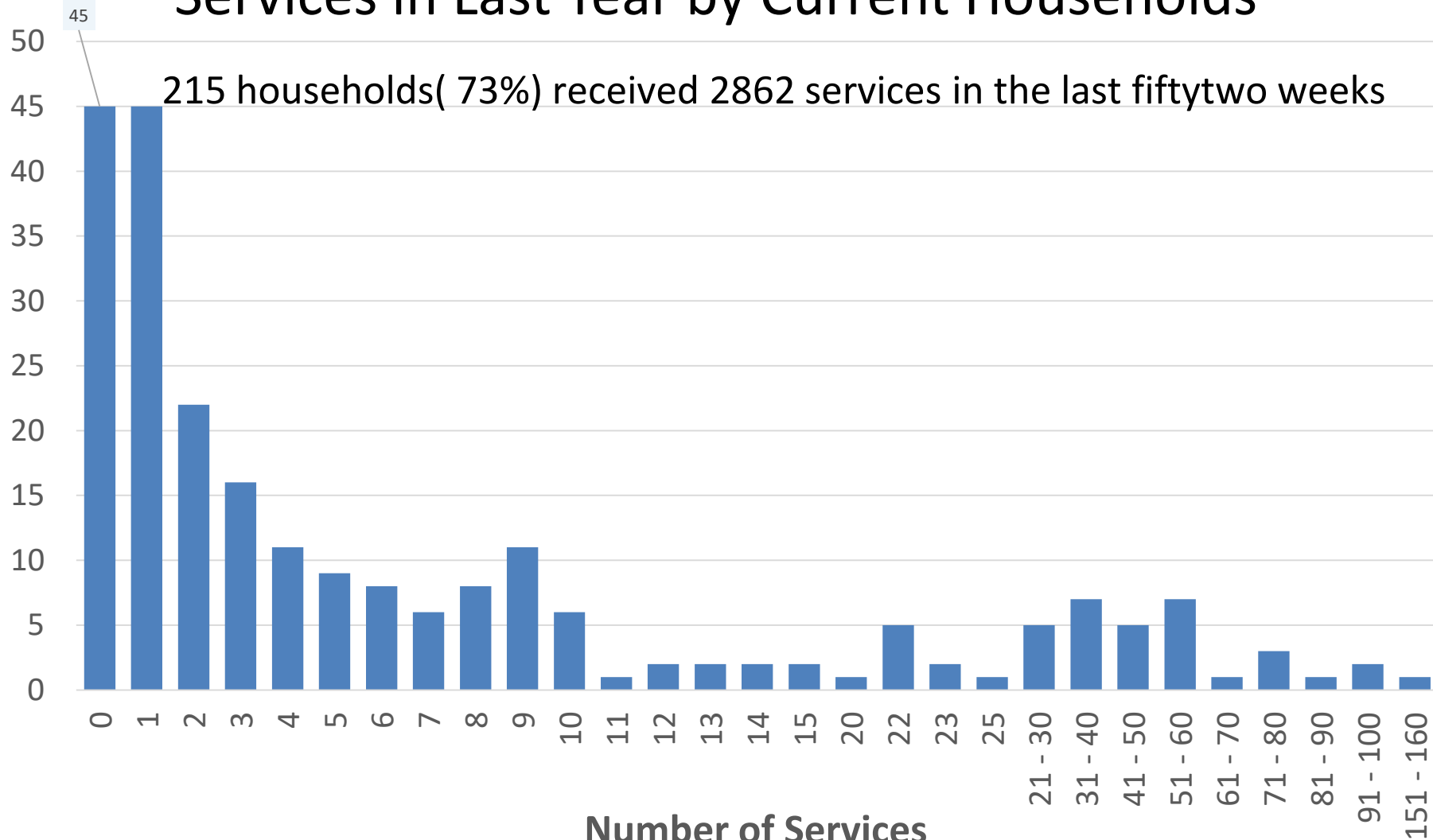




# Services in Last Year by Current Households

215 households( 73%) received 2862 services in the last fiftytwo weeks

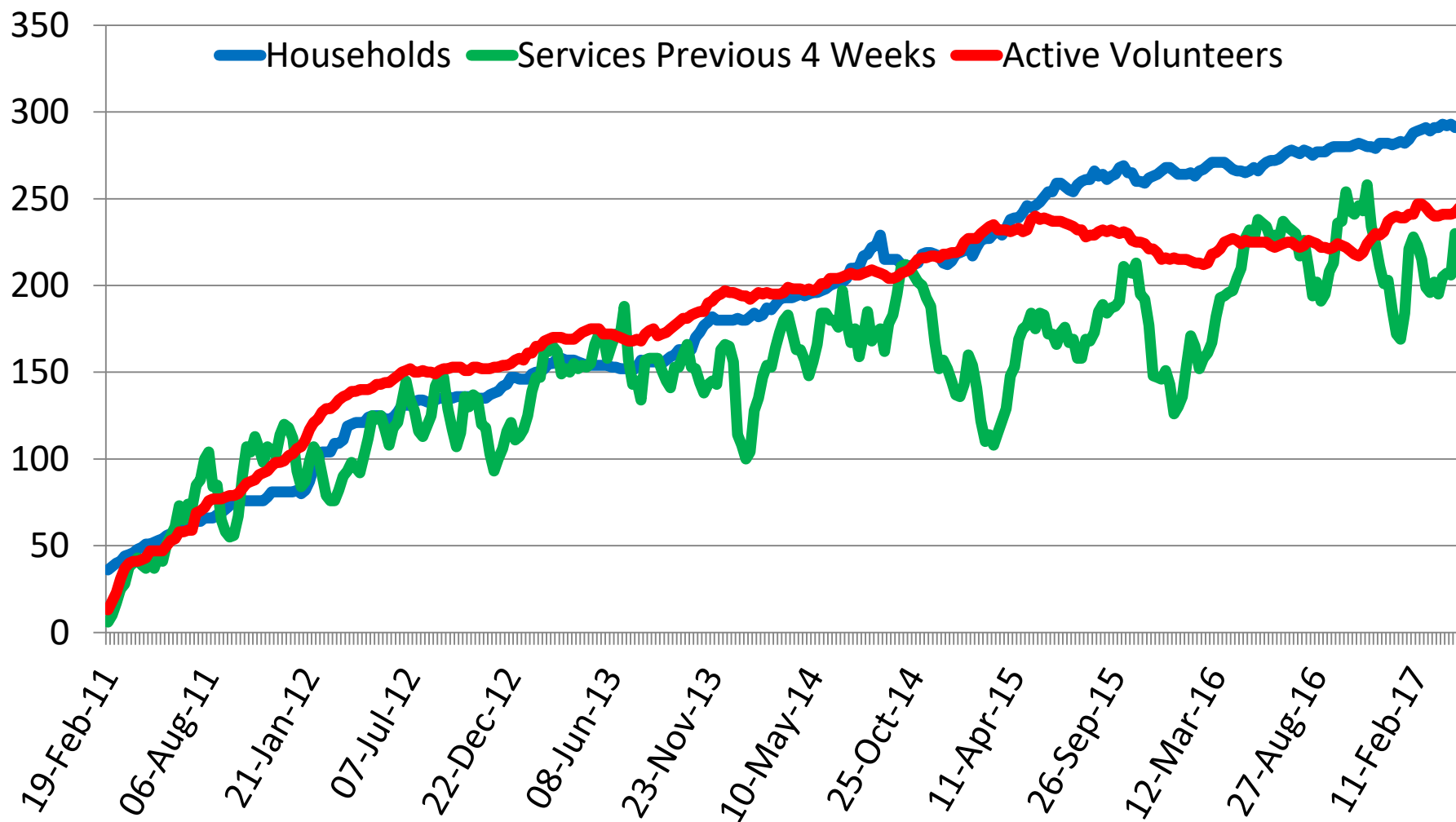
Number of Households



Number of Services

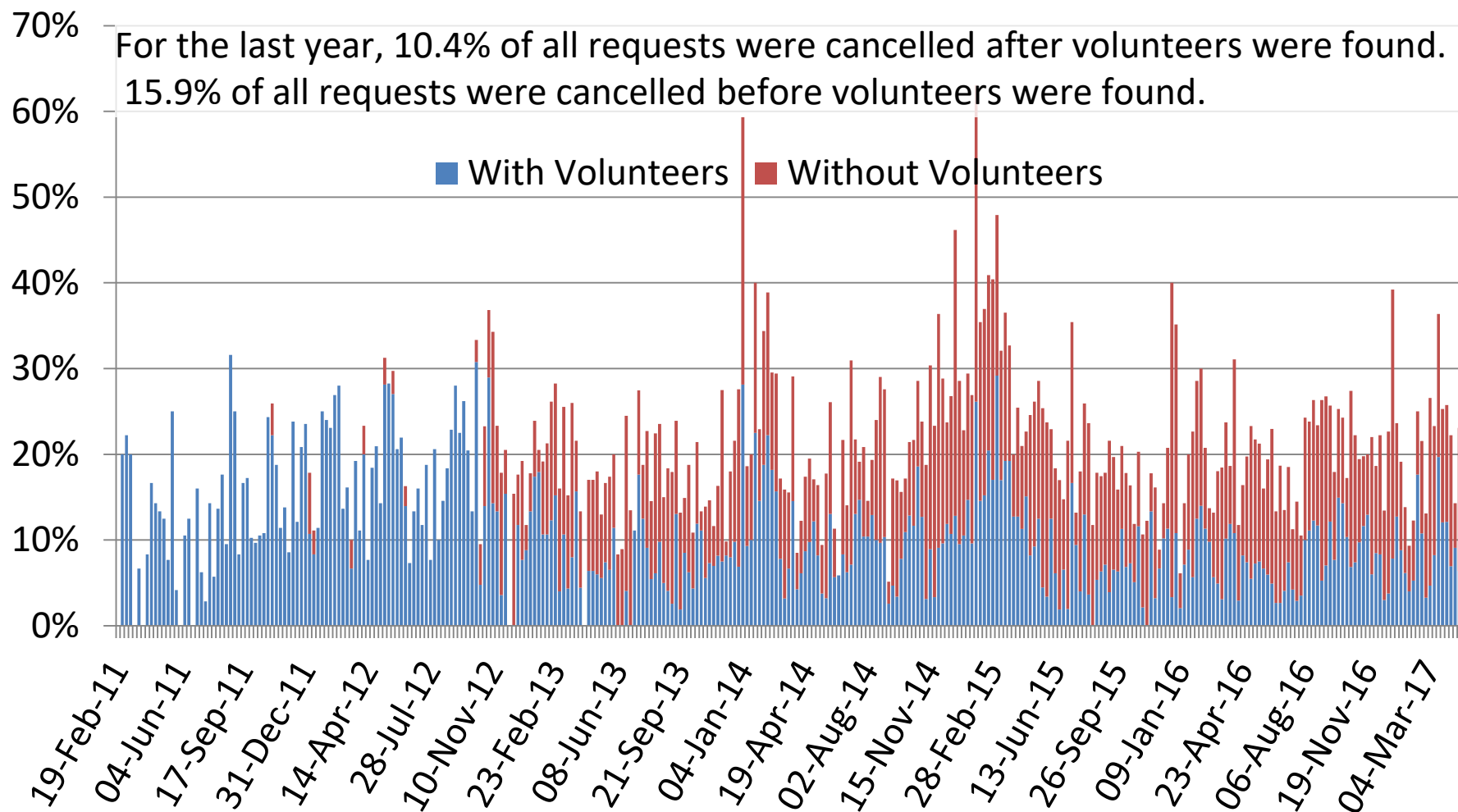


## Memberships, Active Volunteers, and Services per Month



# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests

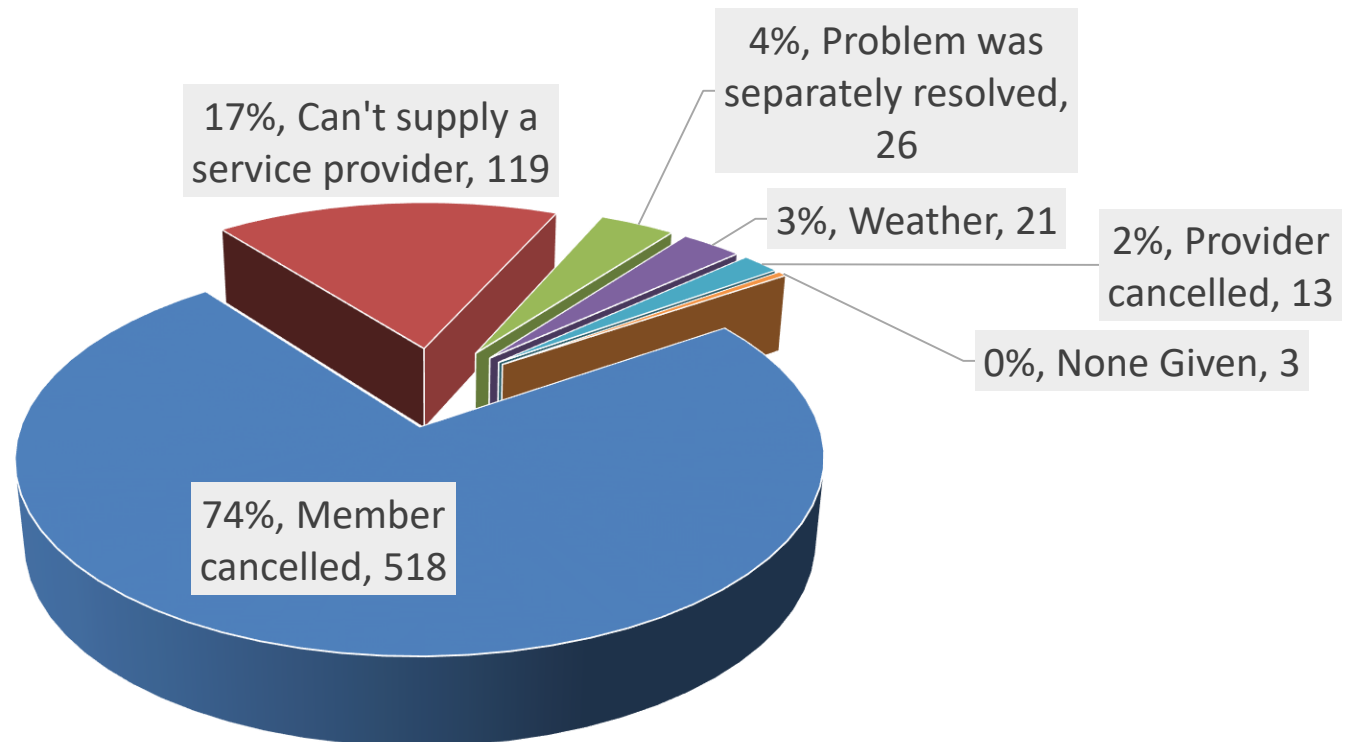




## Cancellation Reasons (Last 52 Weeks)

4/22/2017

In addition to 2862 services performed in the last Year, an additional 700 (24%) were cancelled.



4/23/2017

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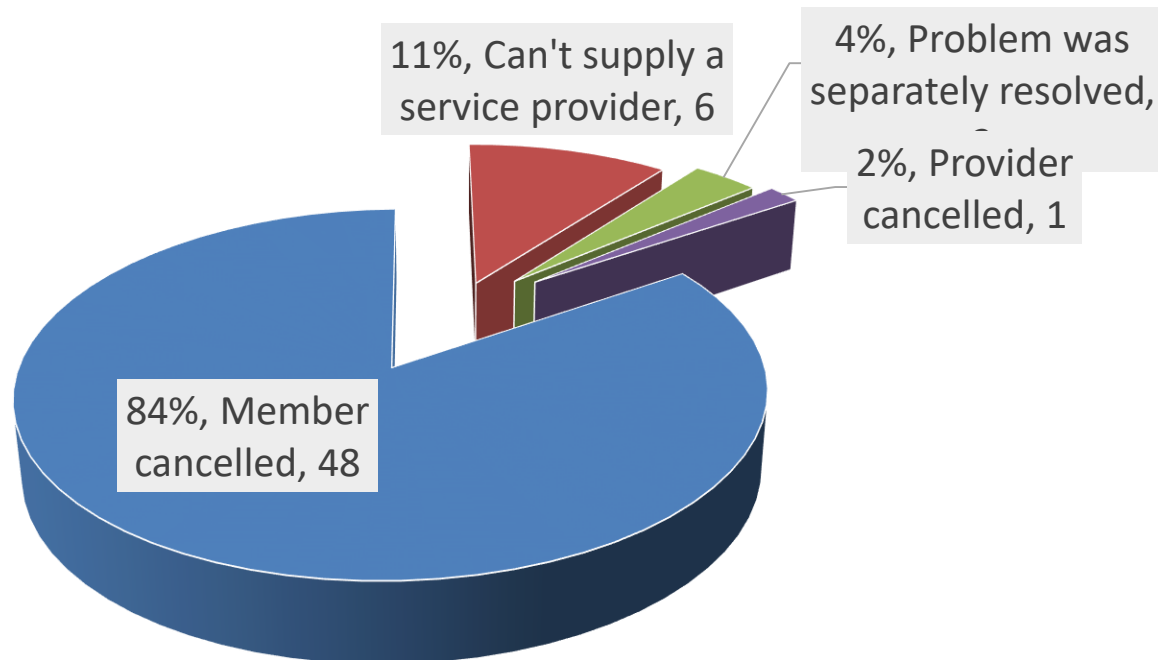
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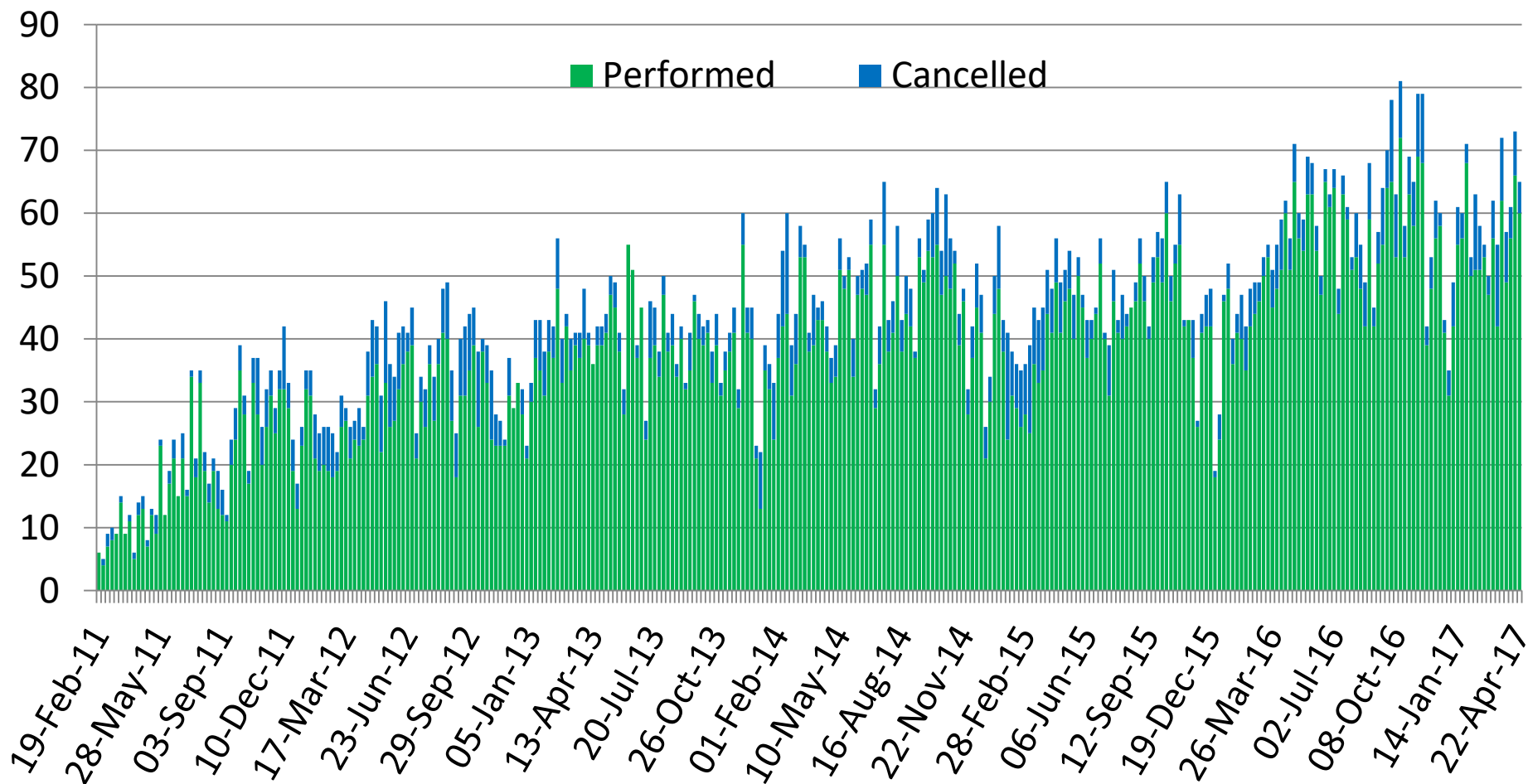
## Cancellation Reasons (Last 4 Weeks)

4/22/2017

In addition to 231 services performed in the last Month, an additional 57 (25%) were cancelled.



## Services Filled

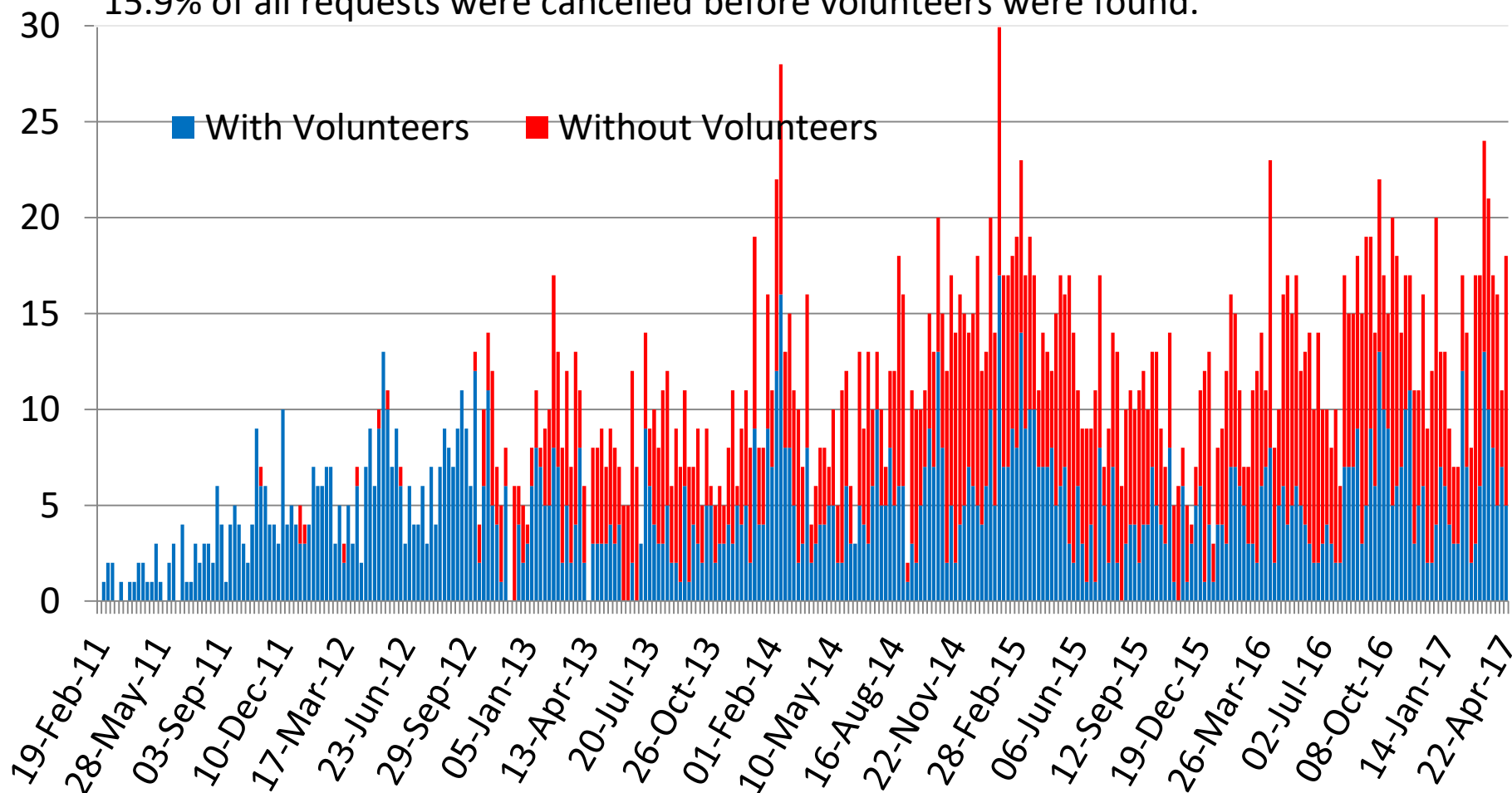




## All Cancelled Services

For the last year, 10.4% of all requests were cancelled after volunteers were found.

15.9% of all requests were cancelled before volunteers were found.

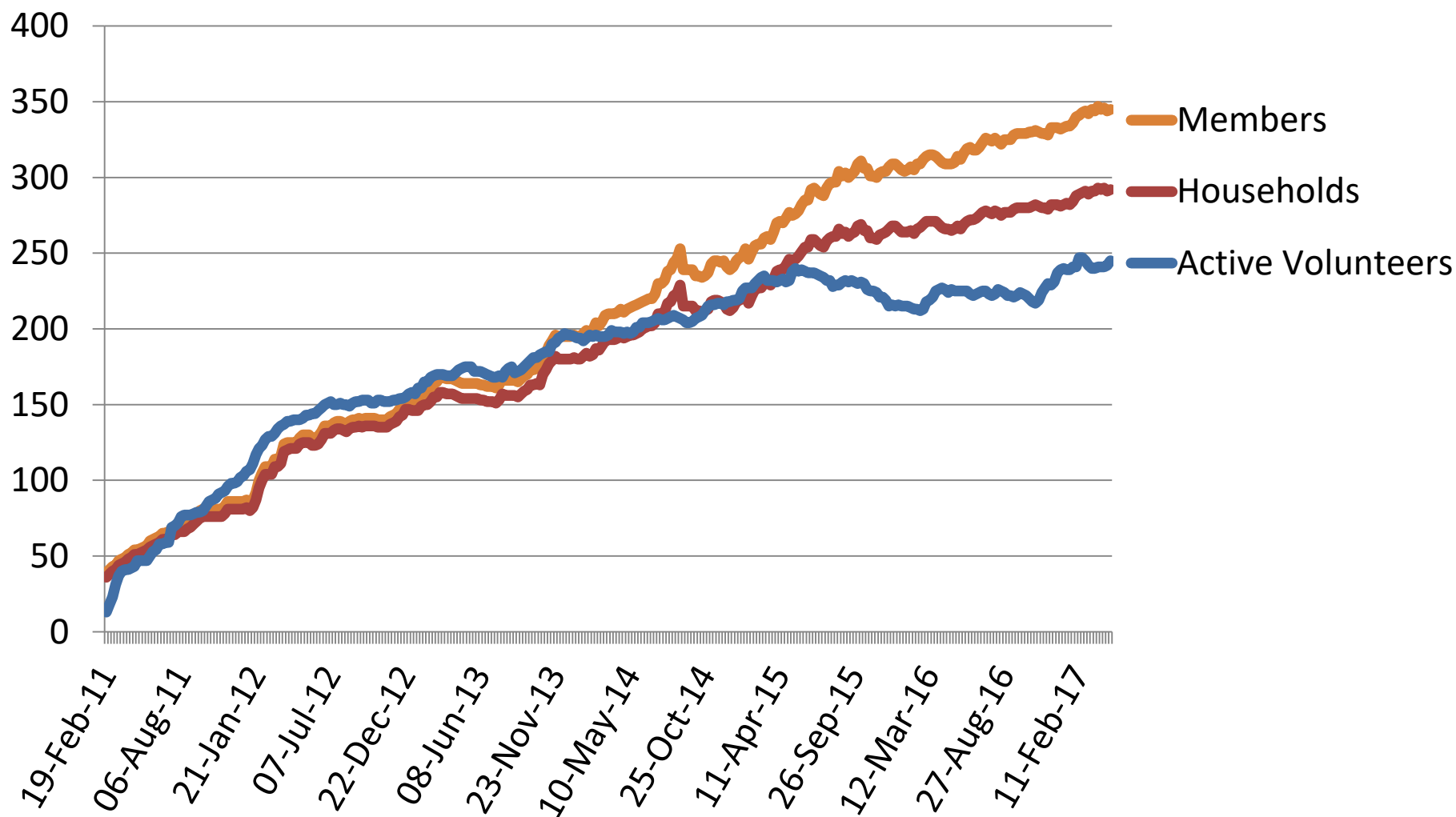


How many volunteers do we have and how frequently do they volunteer?

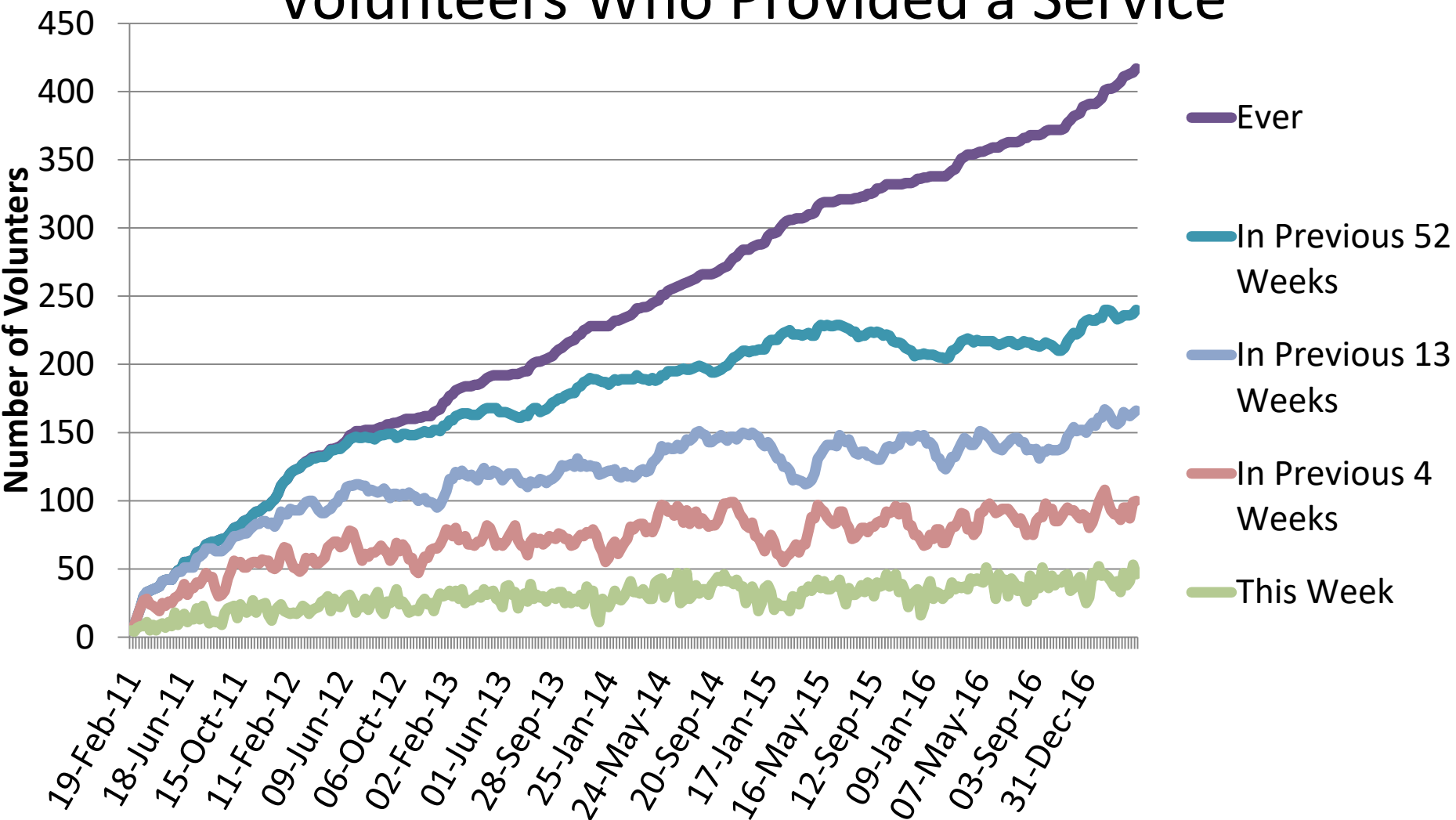
## VOLUNTEERS



## Growth Rates of Members, Households and Volunteers

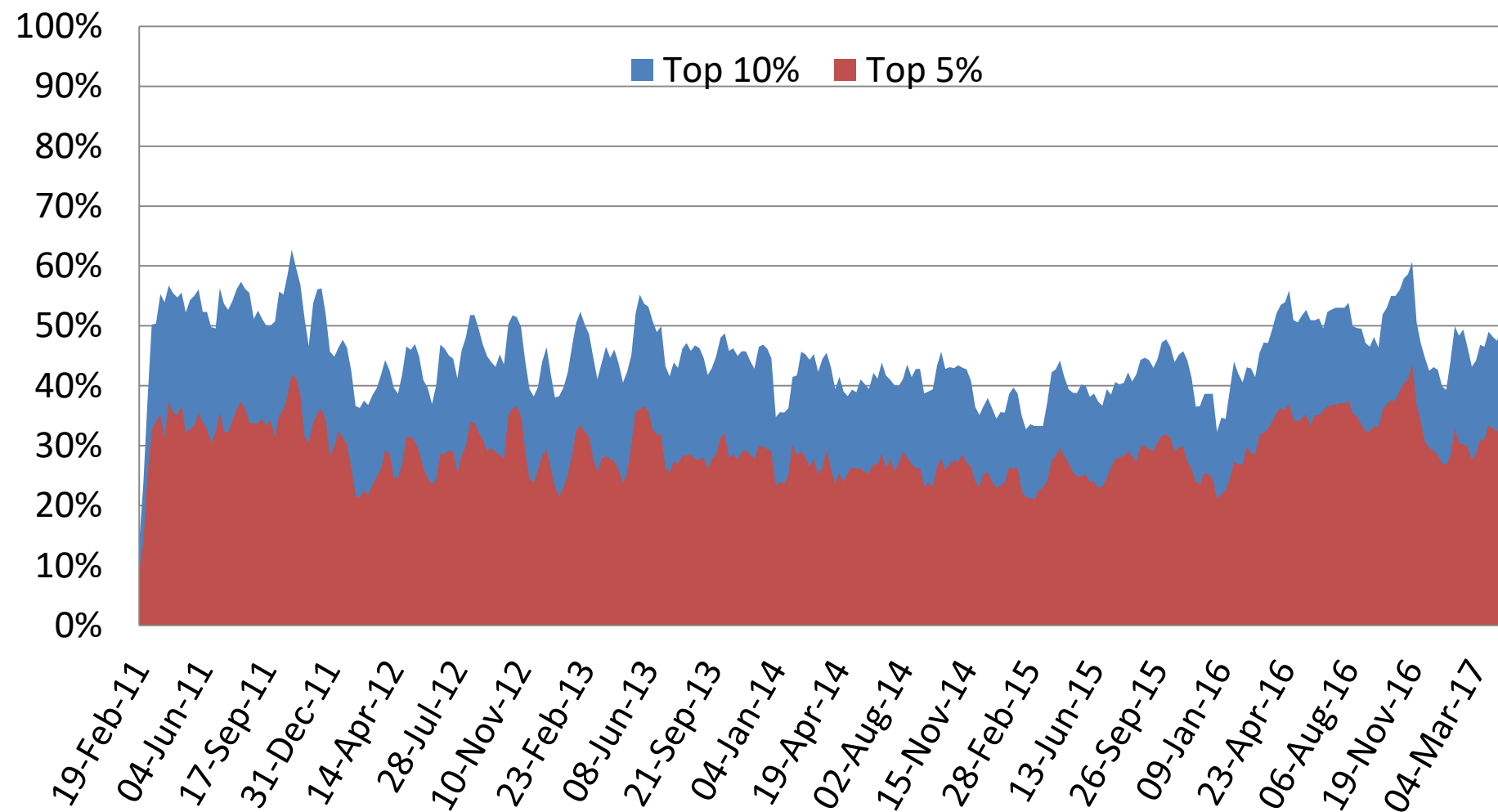


## Volunteers Who Provided a Service





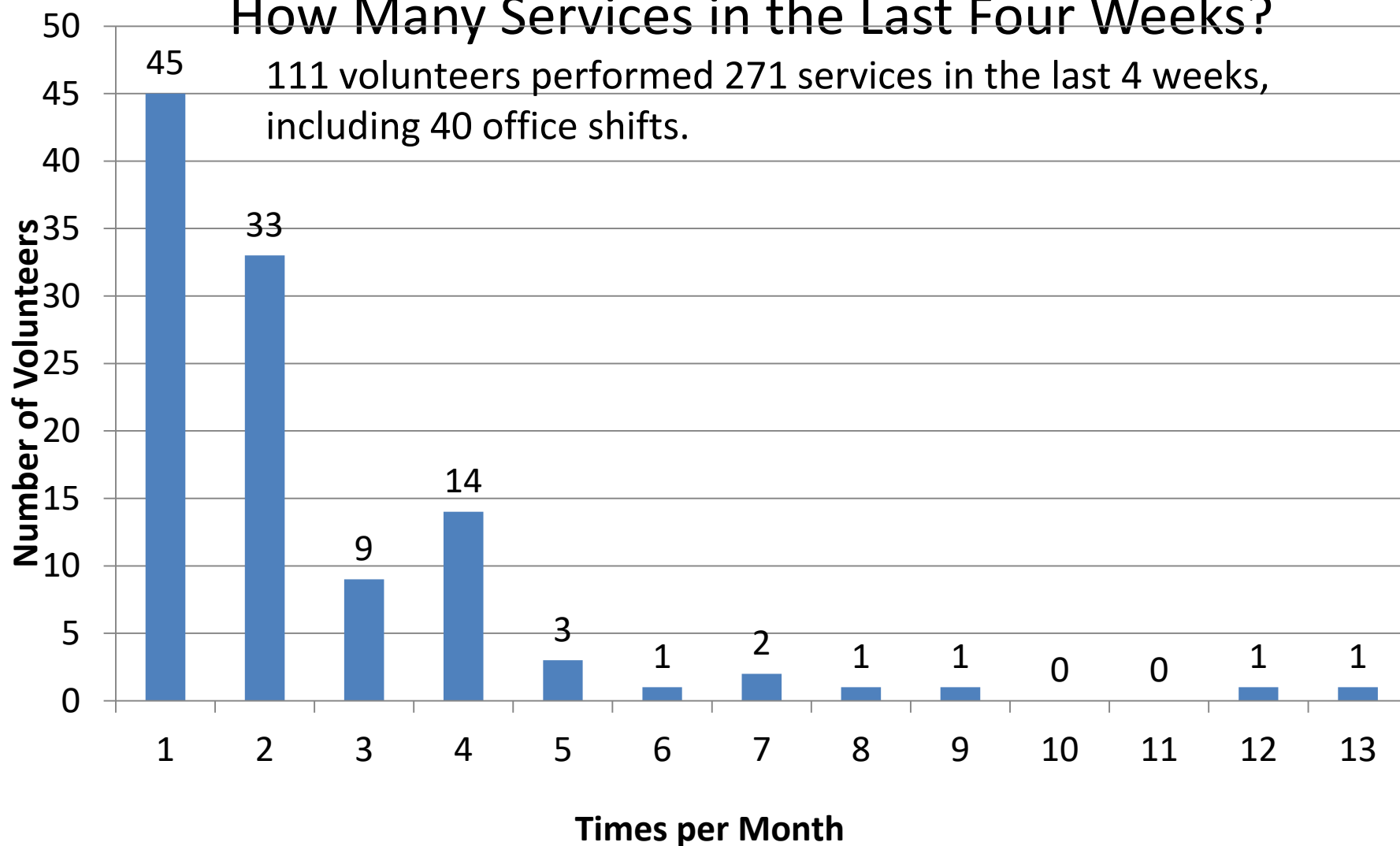
## Most Active Volunteers During Previous Four Weeks





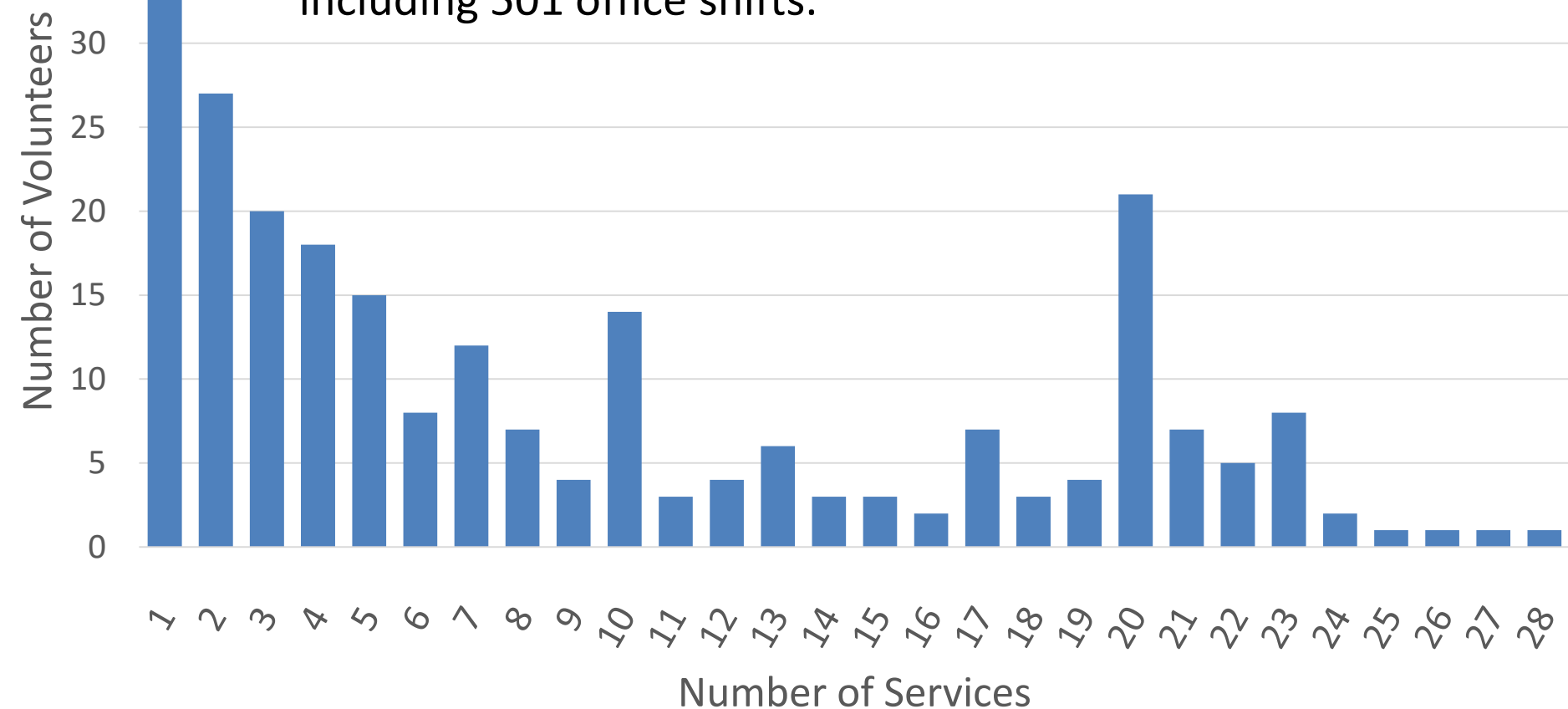
## How Many Services in the Last Four Weeks?

111 volunteers performed 271 services in the last 4 weeks, including 40 office shifts.



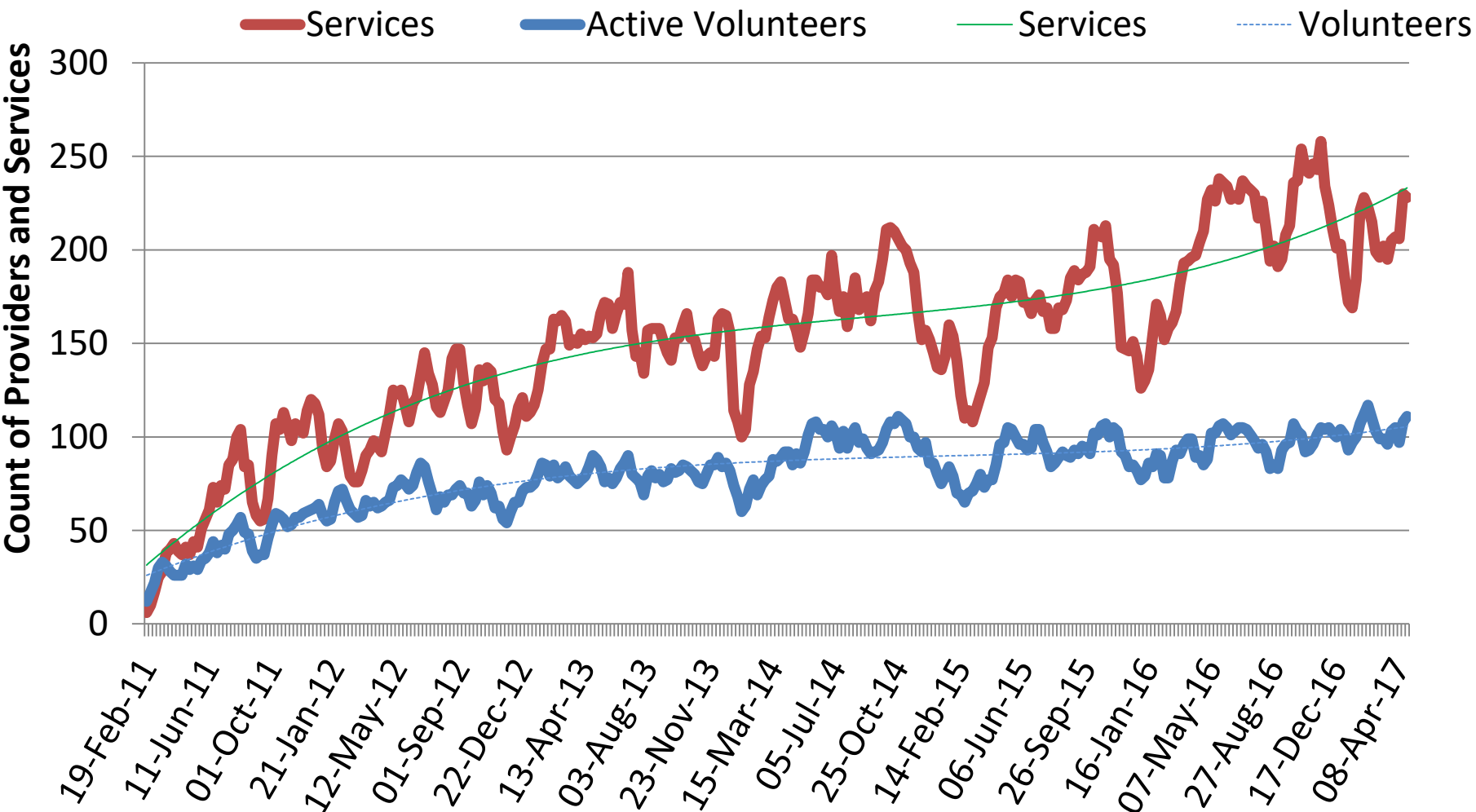
## Services per Volunteer in the Last Year?

245 volunteers performed 3363 services in the last 52 weeks, including 501 office shifts.

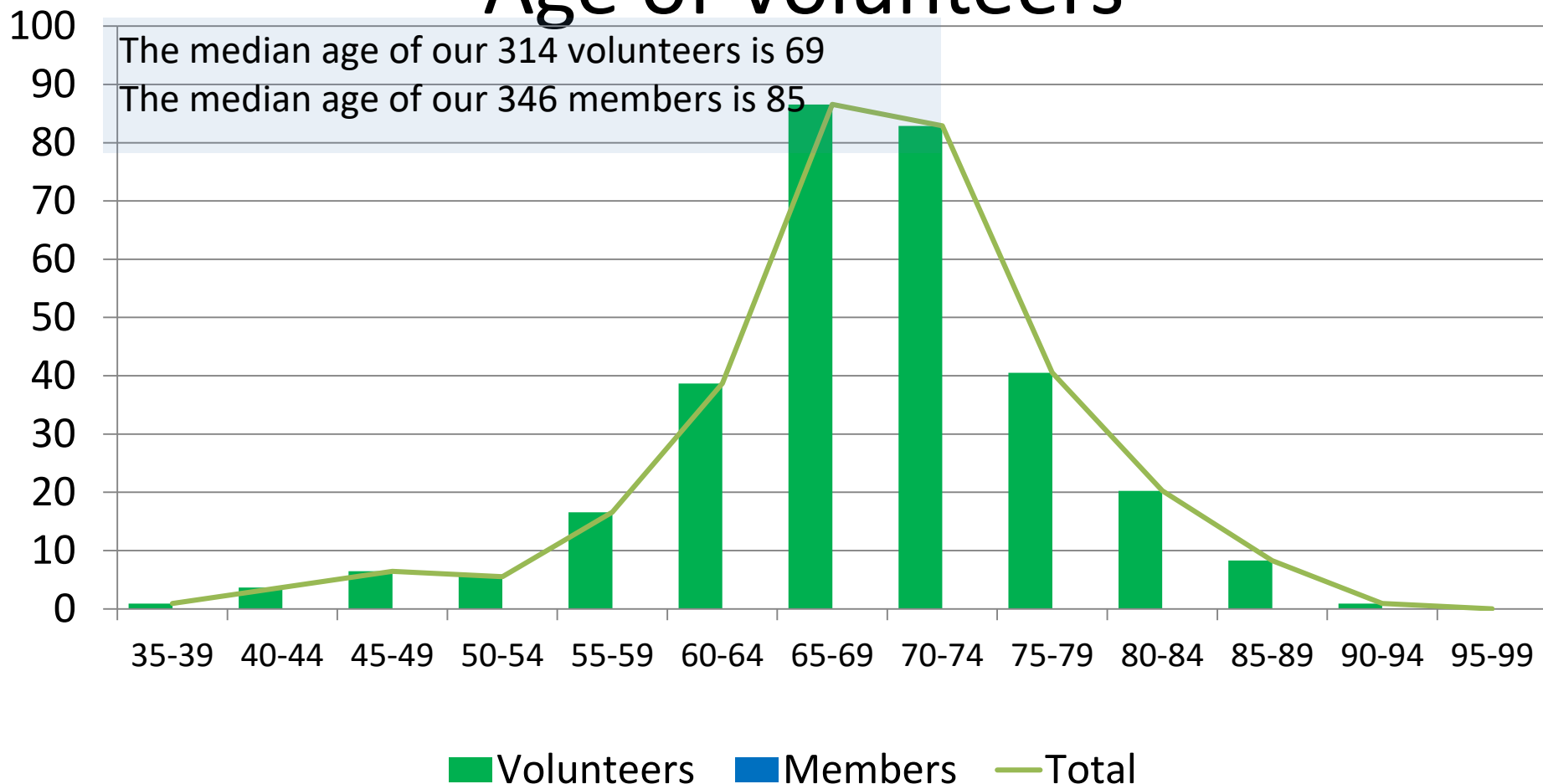




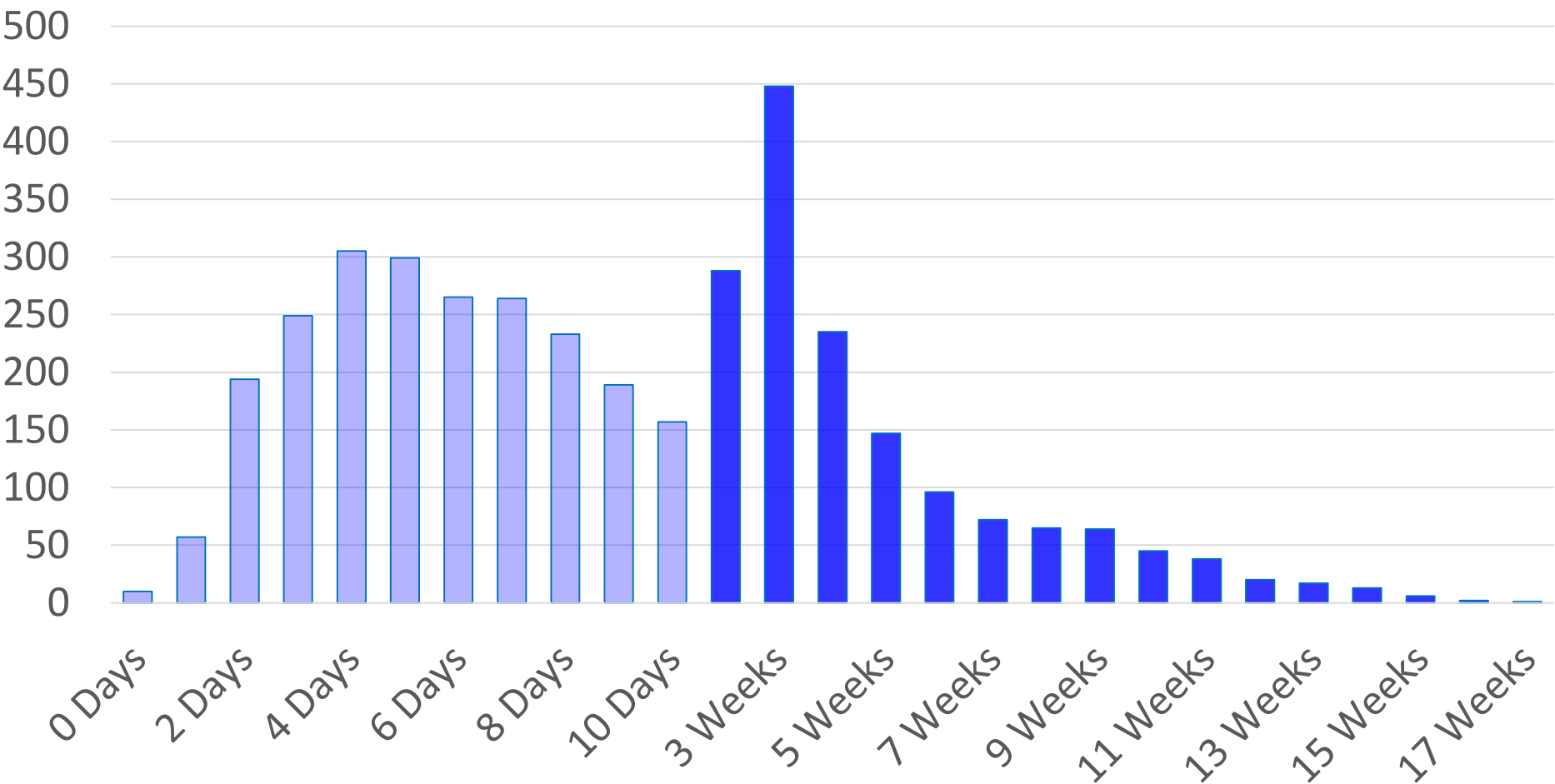
## Volunteers and Services Previous 4 Weeks



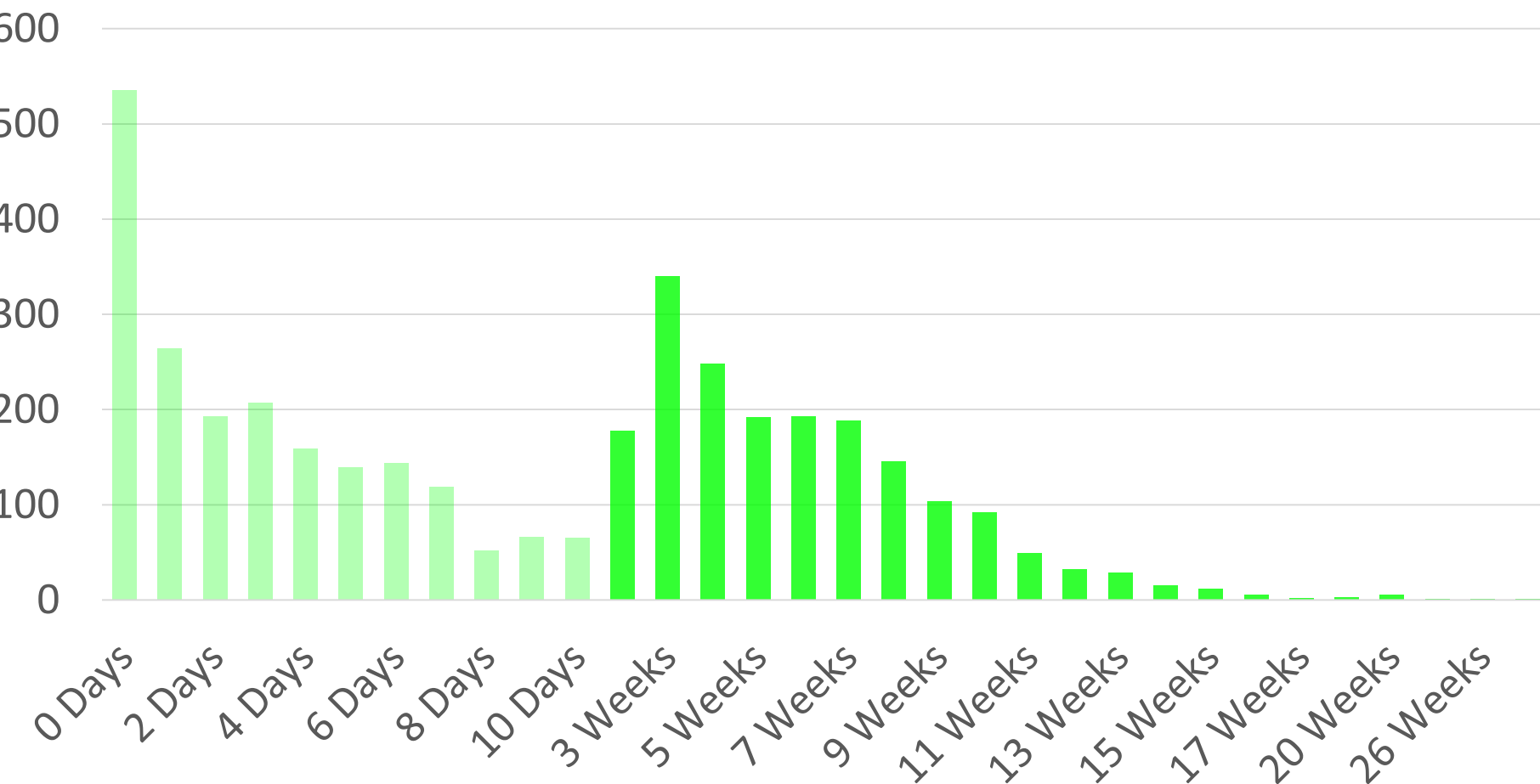
# Age of Volunteers



## Lead Time for Online Signup



## How Quickly Services were Filled Online

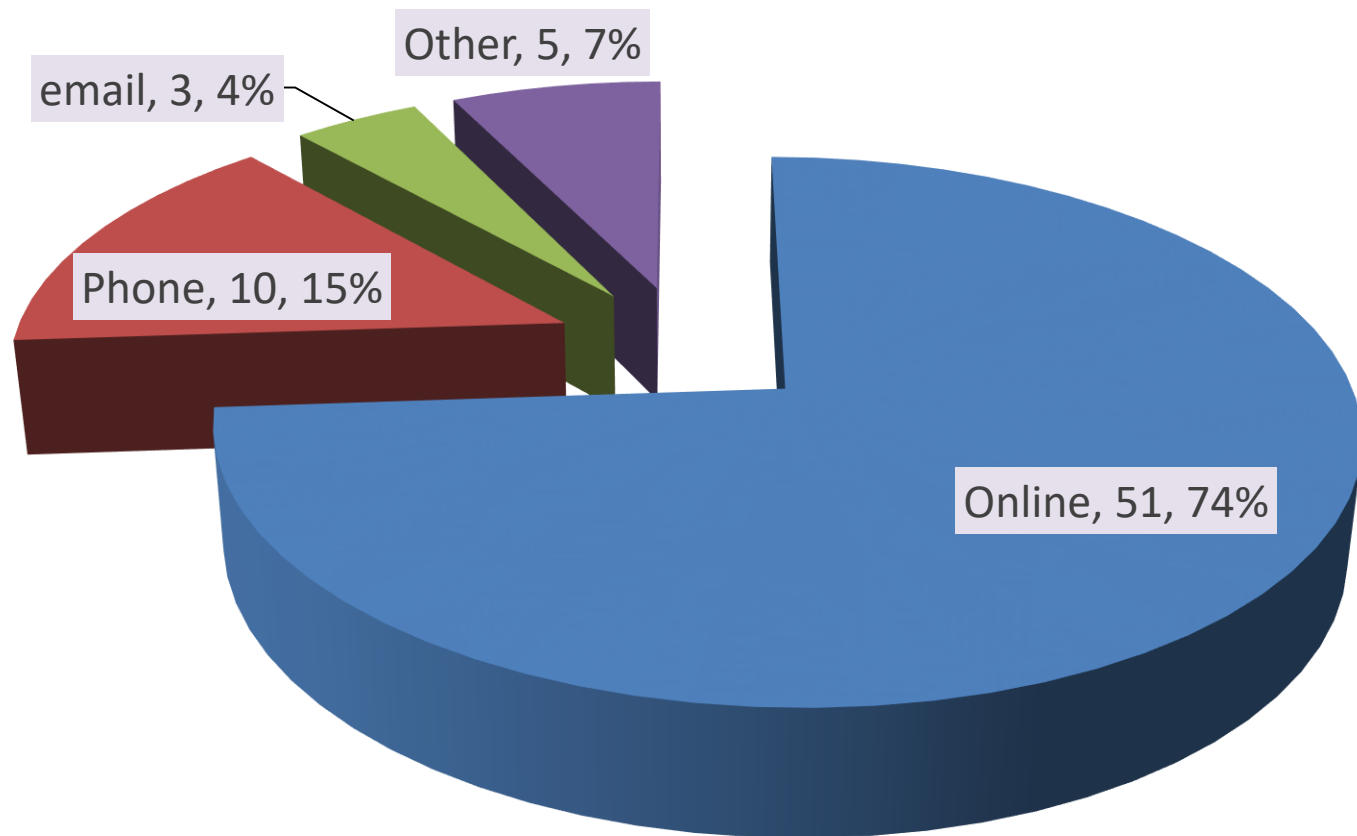


## Contact Method for Signup

- We placed **41** phone calls to filled **11** requests by calls.
- We sent **48** emails to fill requests and **5** services were filled with emails.
- **6** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.

## How Volunteers Were Found

4/22/2017



4/23/2017

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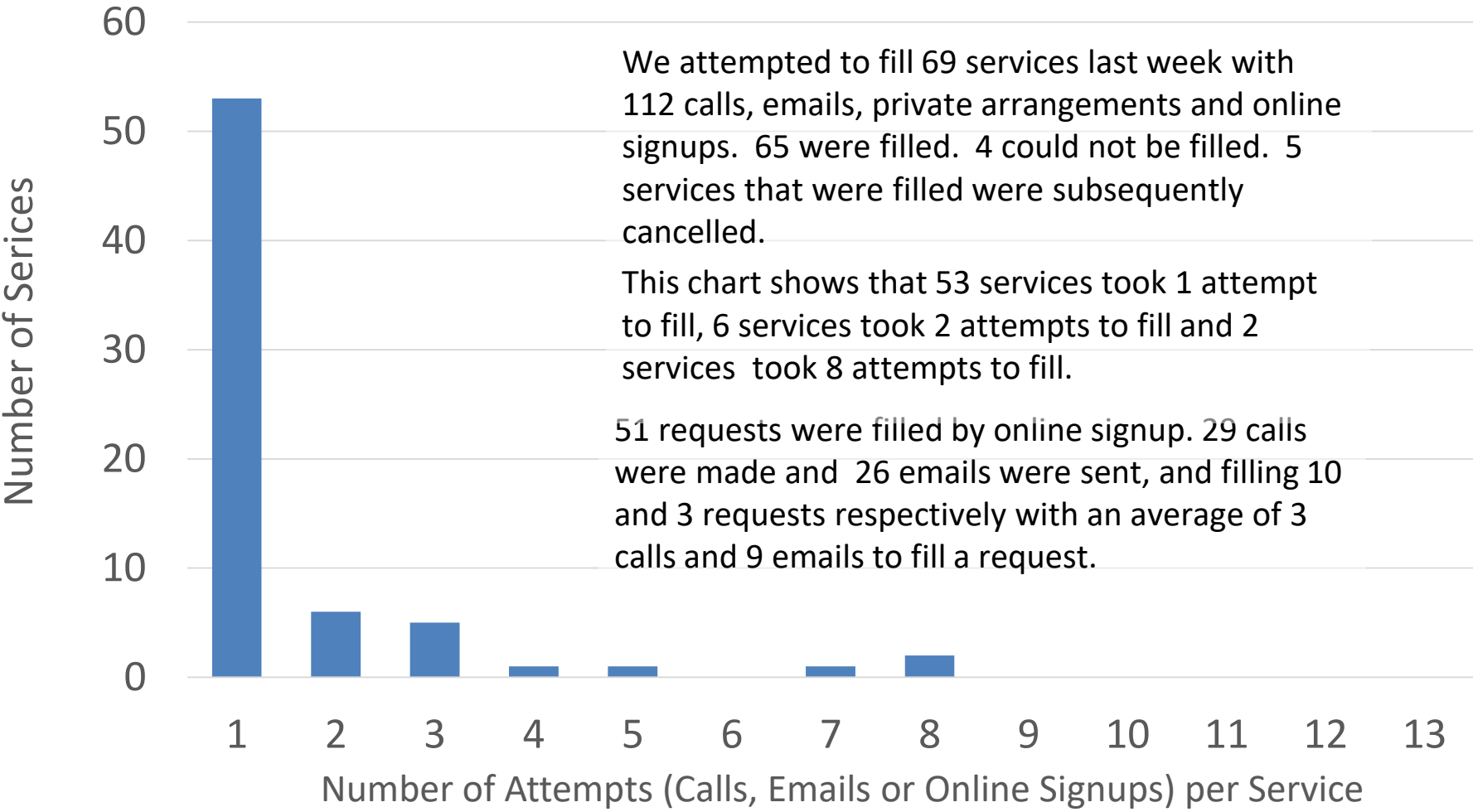
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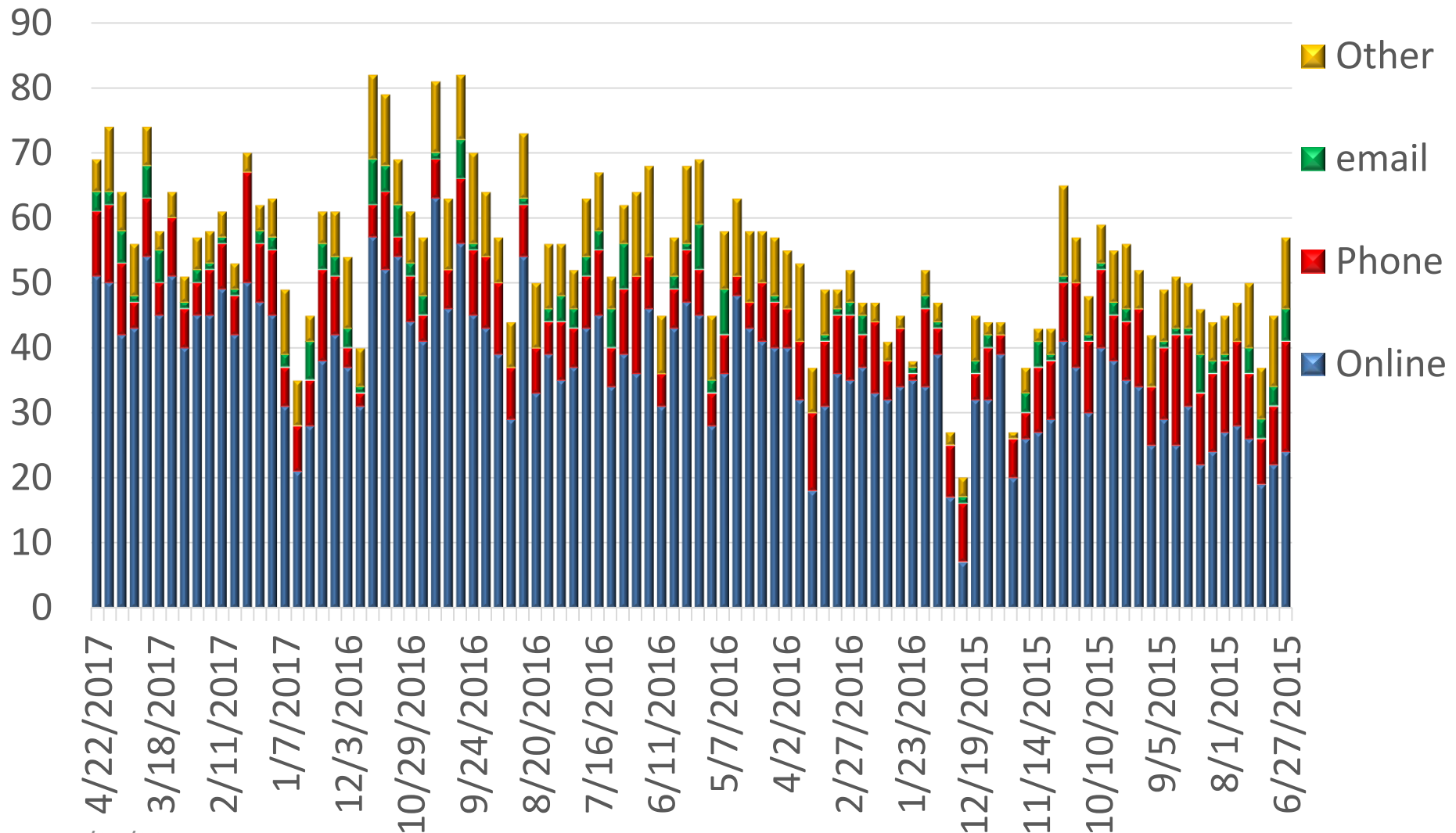




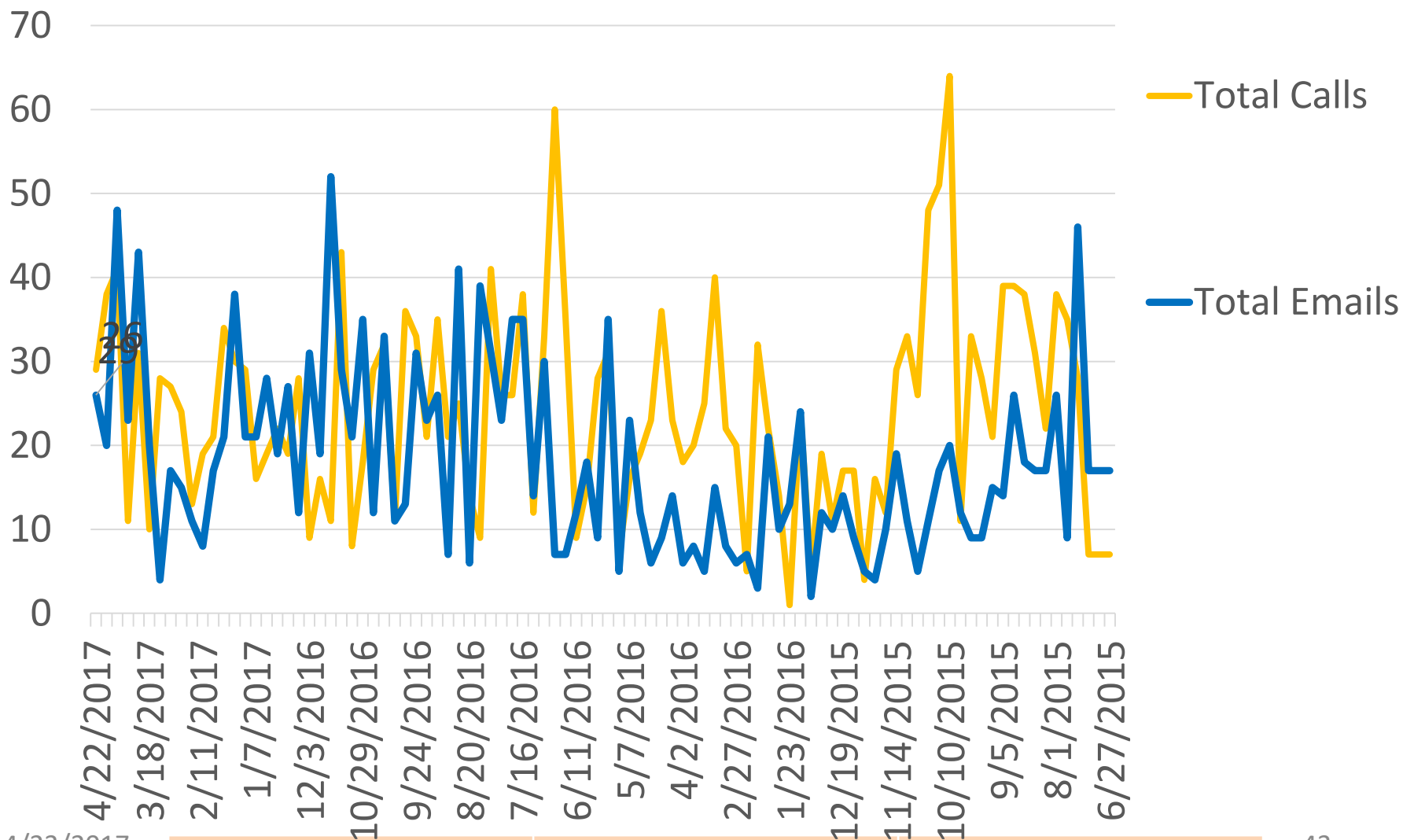
# Number of Contacts to Fill This Week’s Service



# How Volunteers Who Filled Services Were Contacted



# Total Calls and Emails



Looking forward

# FUTURE SERVICES



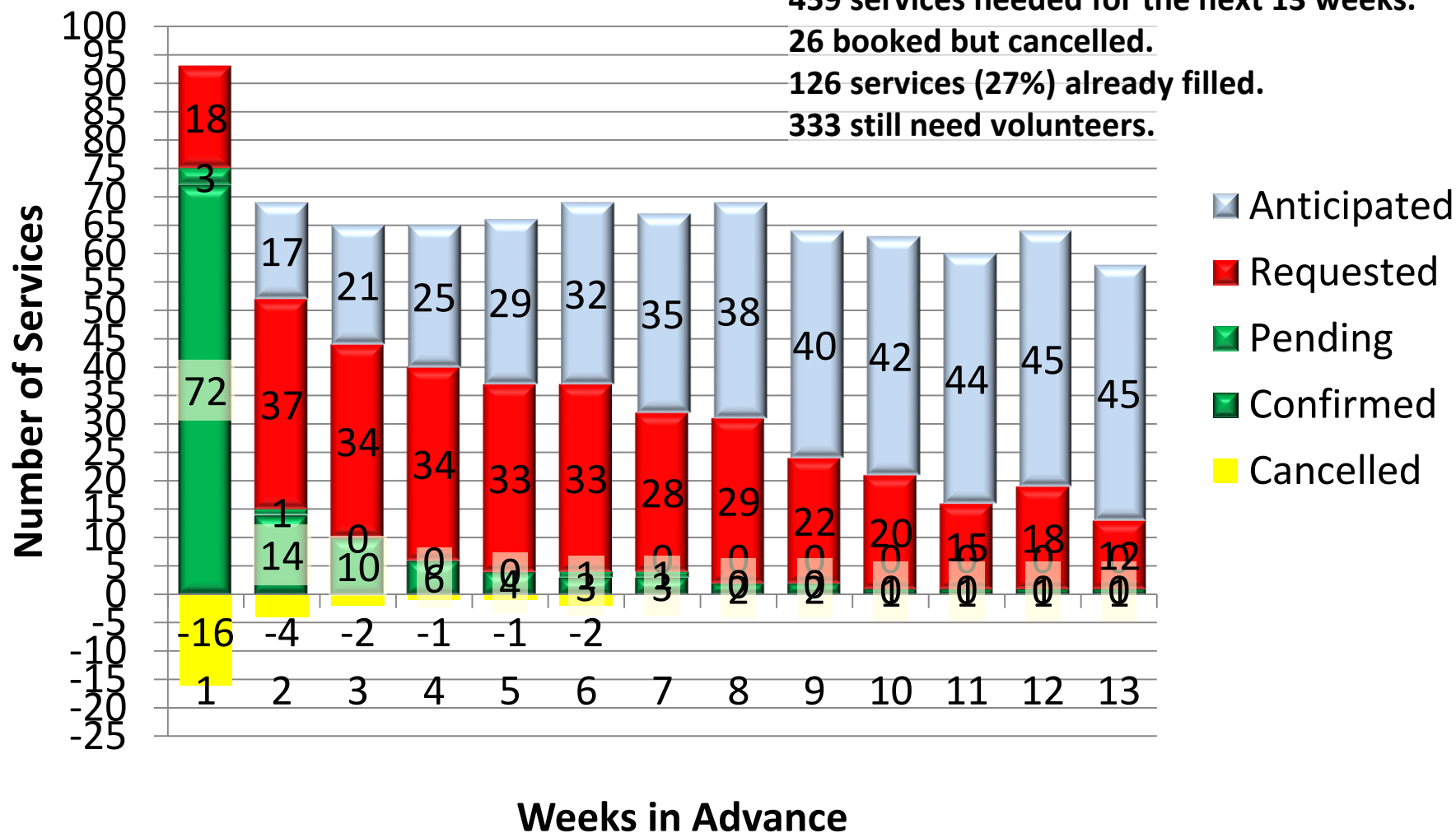
## Service Requests on the Books

459 services needed for the next 13 weeks.

26 booked but cancelled.

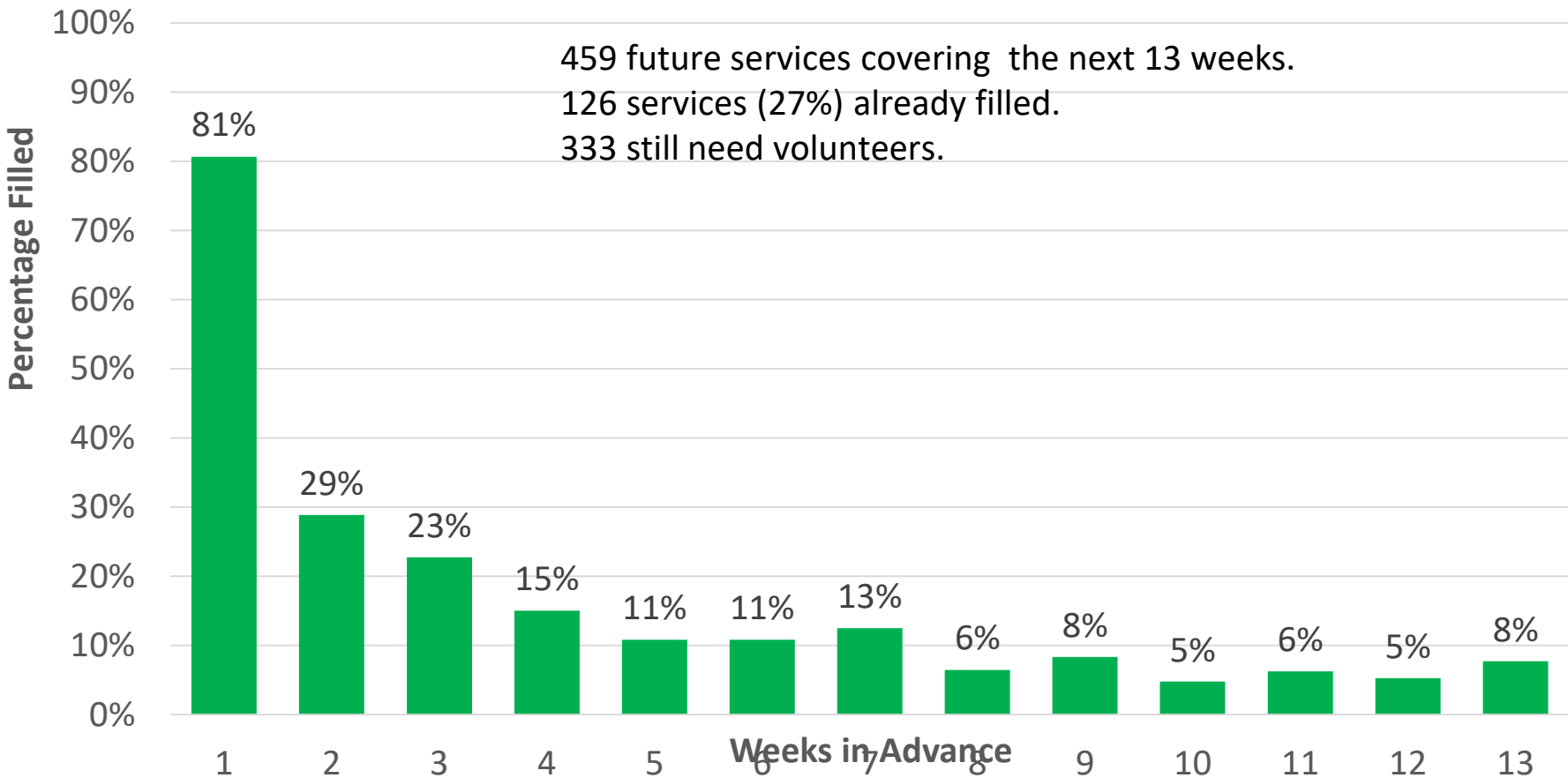
126 services (27%) already filled.

333 still need volunteers.

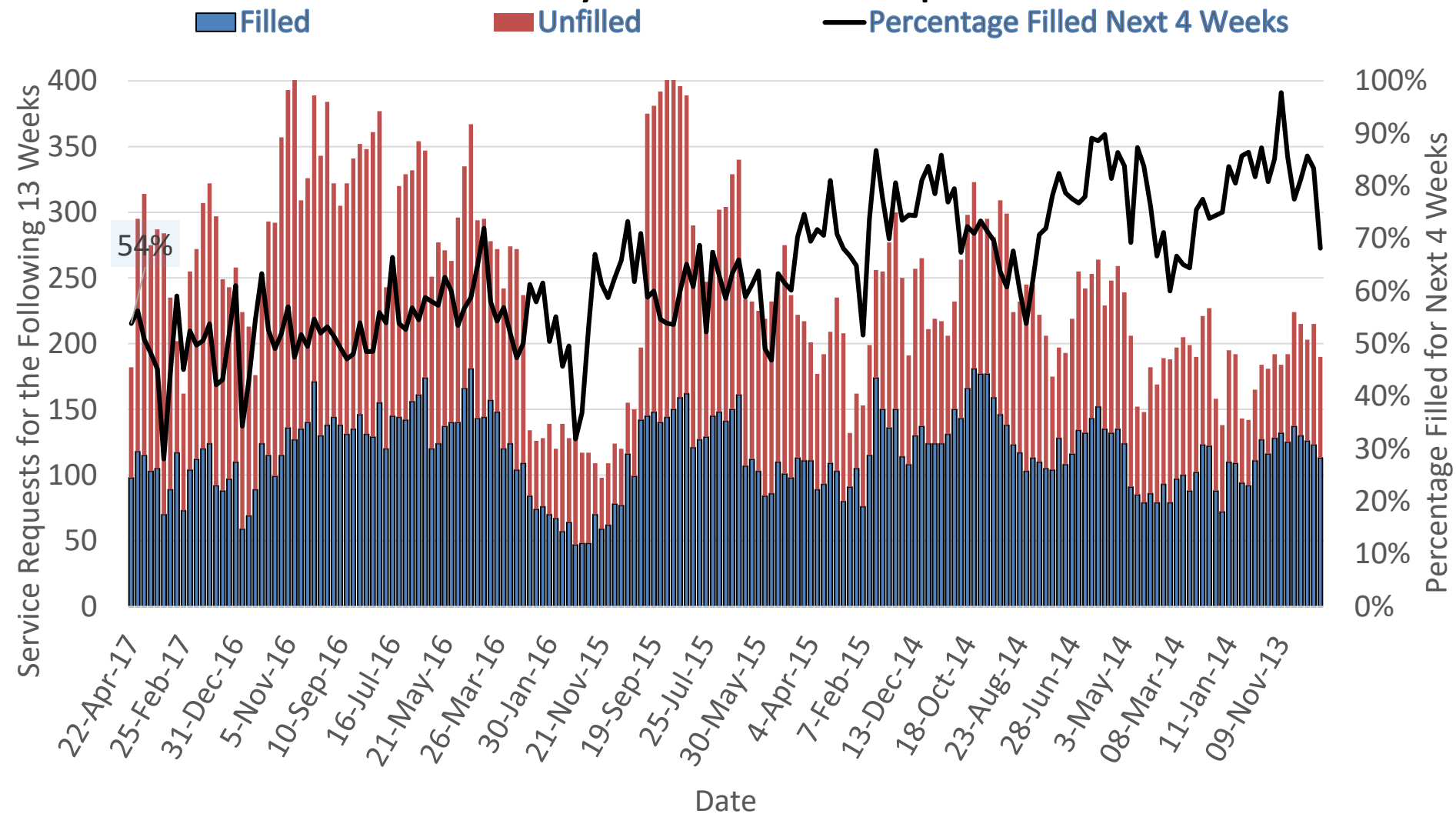




# Percentage of Services for Next 13 Weeks Filled

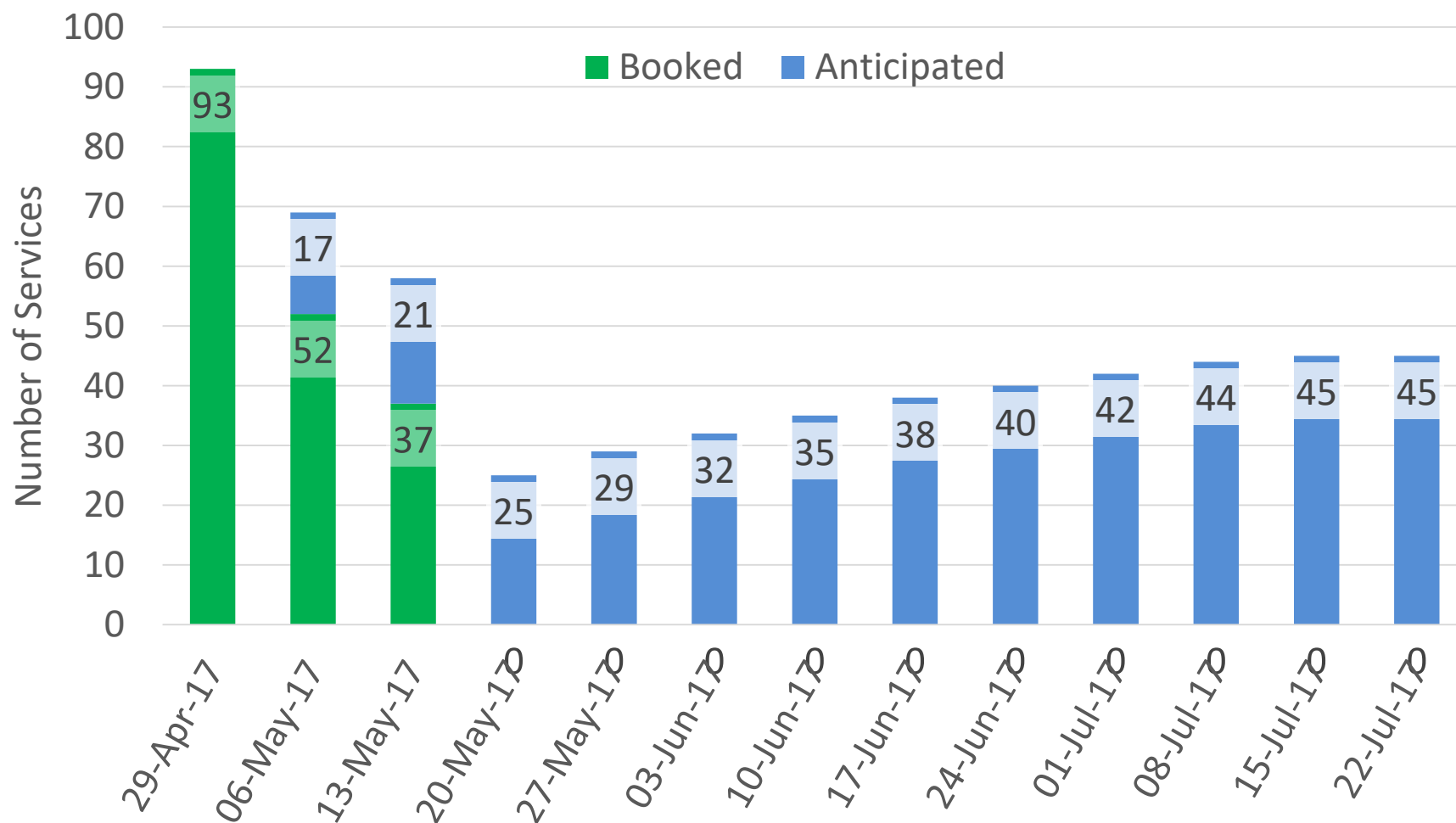


## History of Future Requests





## Projected Future Services





# MEMBERSHIP

## GROWTH RATES AND RENEWAL RATES

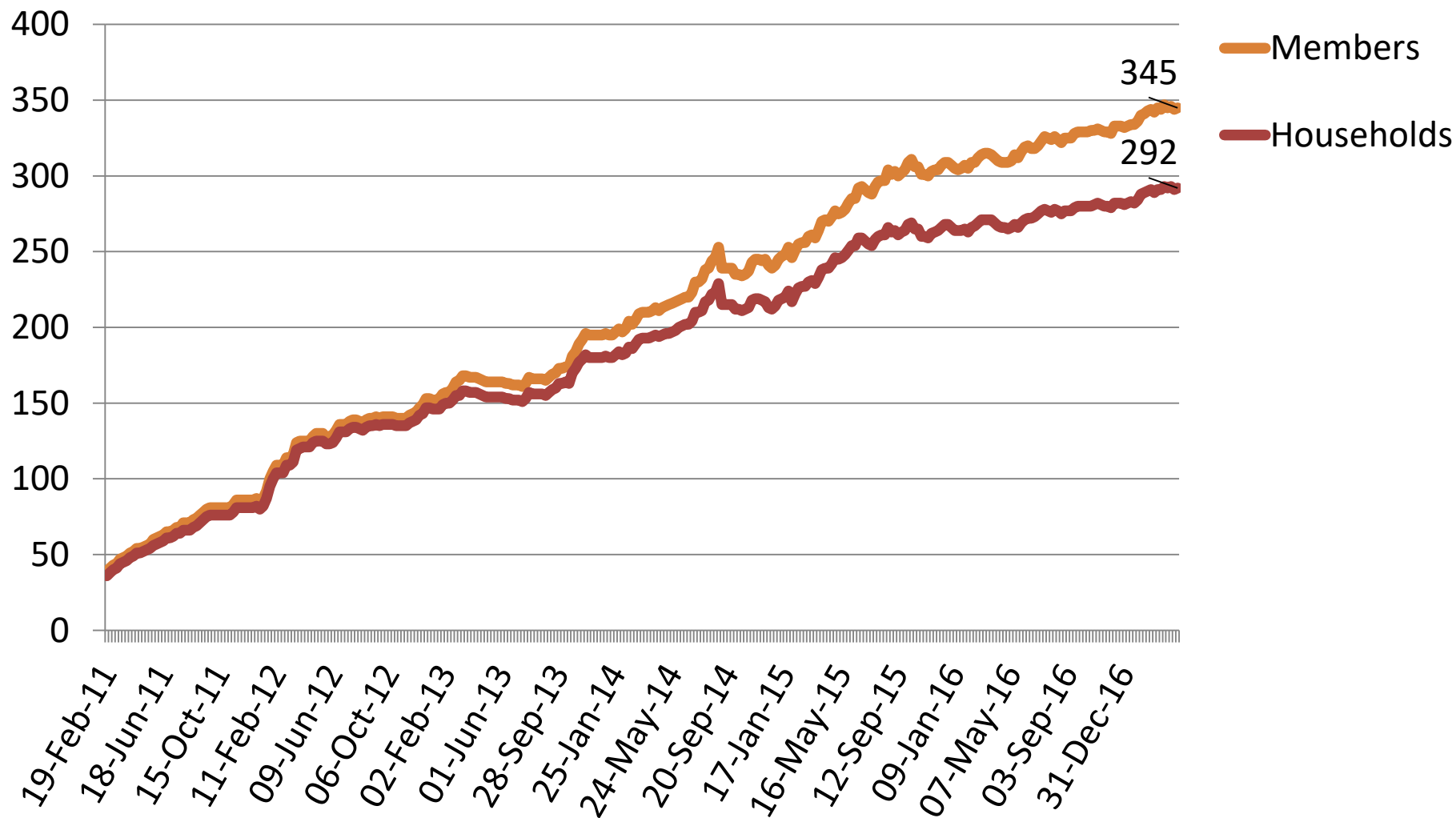
## Growth Analysis

- We continue to be able to add new members, without significant effort to find them.
- While the total number of members keeps growing, the rate of growth is slowing down.
- Our growth rate for the past year is around 11%.
- Our renewal rate is 79% up from around 70% in the last few years.

## Growth Analysis

- Examining why members have not renewed in the last year shows that “not using services” has replaced dying or moving away as the main cause.
- This may be an indication that we are saturating our market.
- Volunteer growth has picked up in the last month and we may be able to begin seeking members more aggressively.

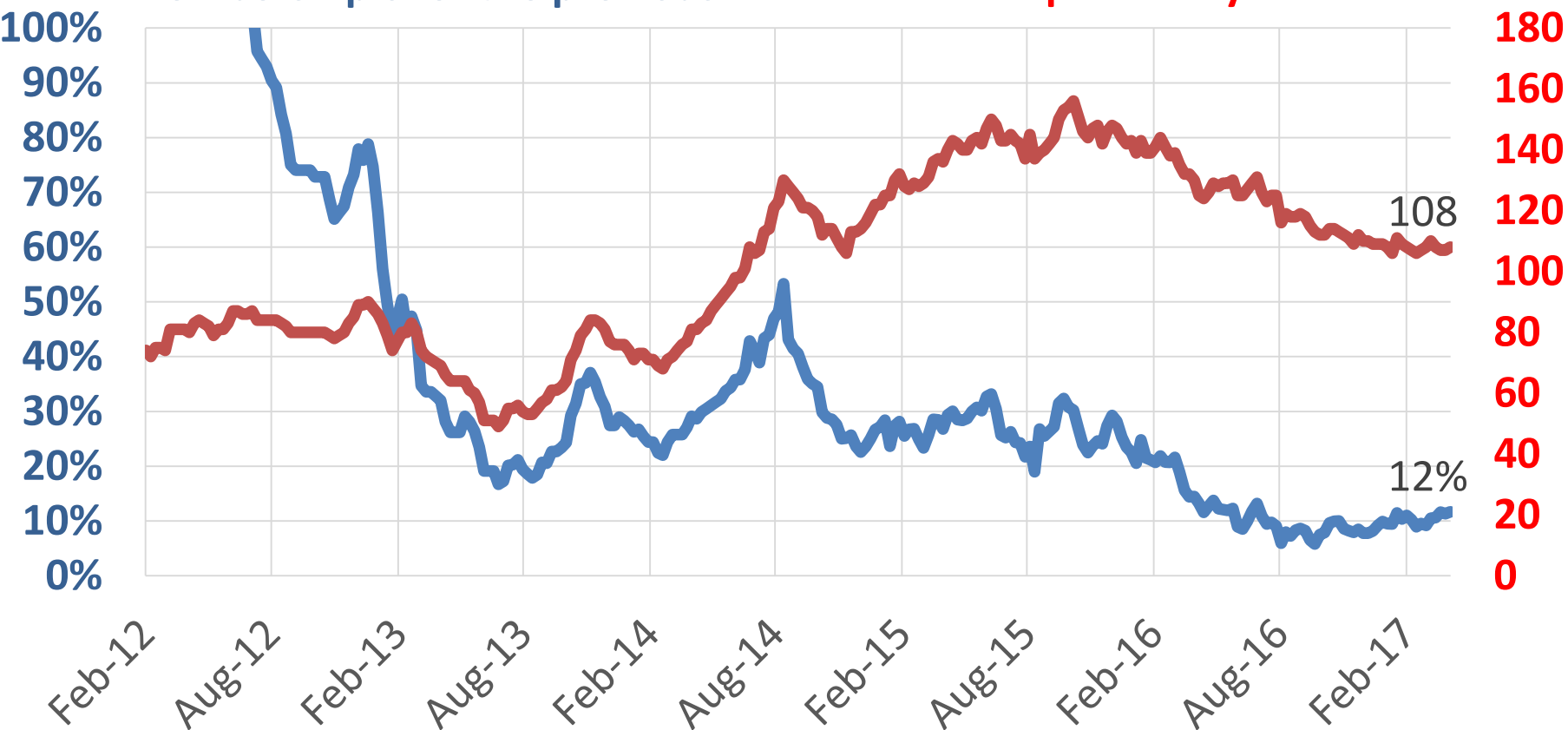
## Growth Rates of Members and Memberships



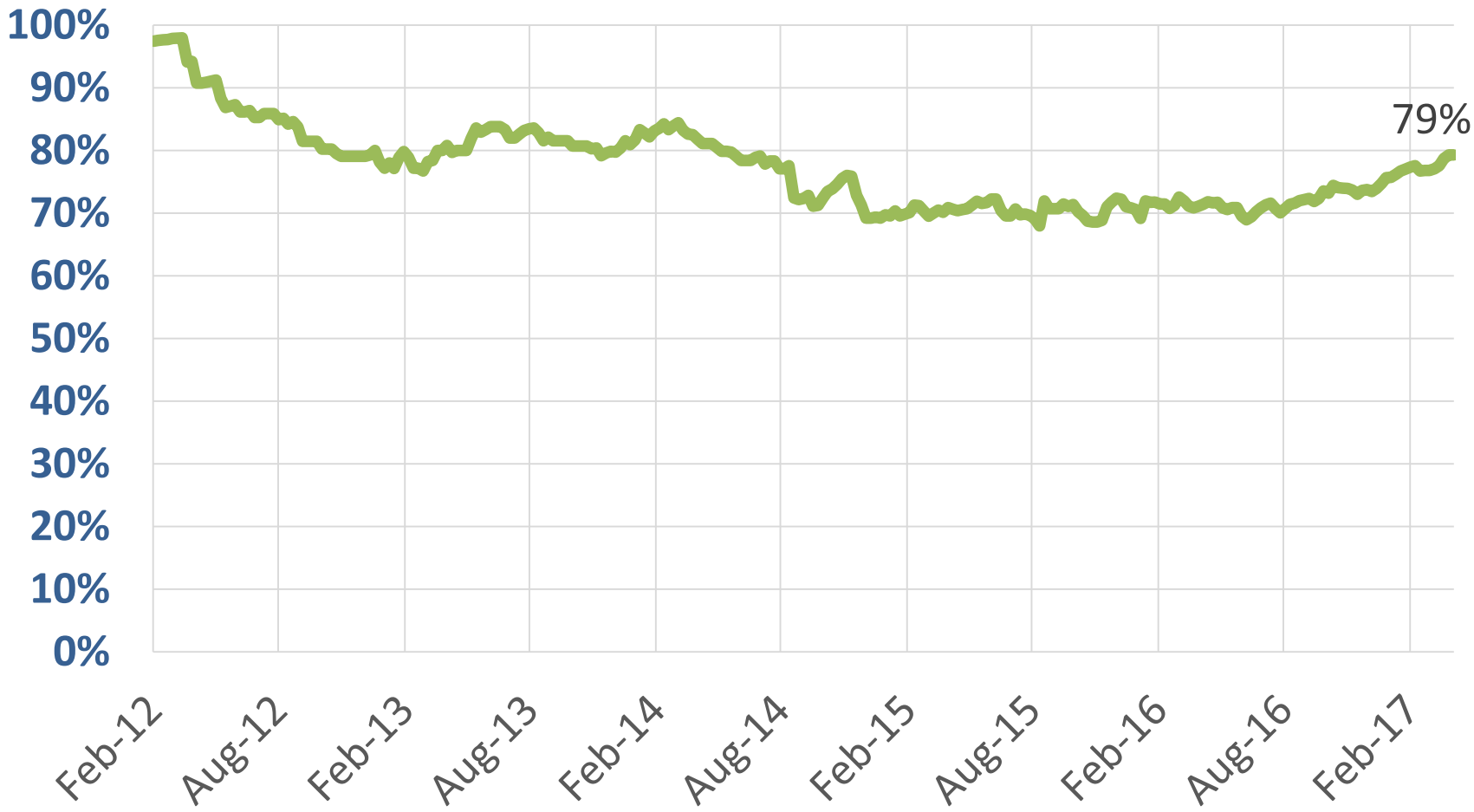
## Growth Rates

**Net Percentage increase in membership over the previous**

**Number of new members added in the previous year**



# Renewal Rates



# Why Members Quit

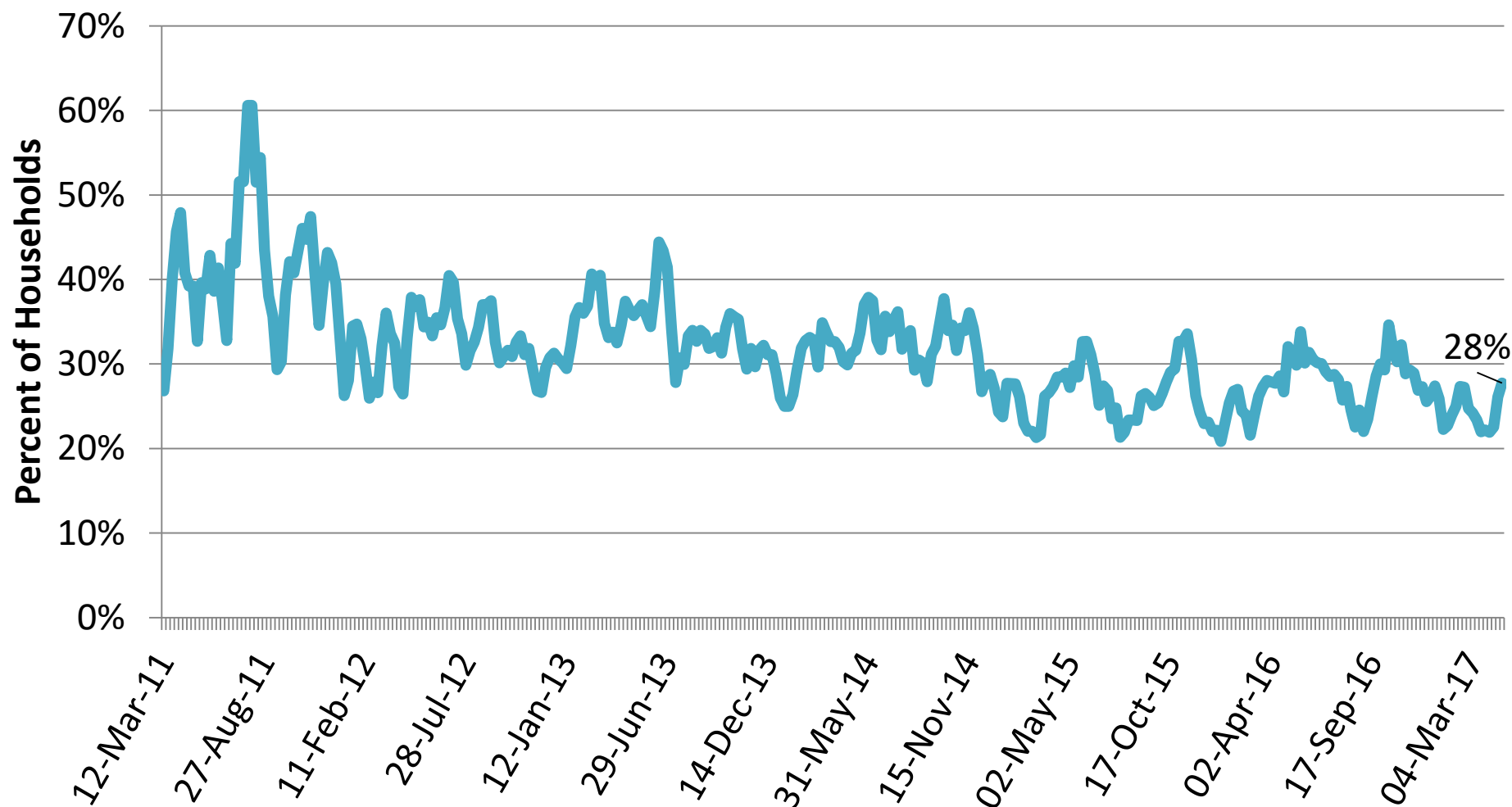
- Our renewal rate is a little above 79%.
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services, or dropping membership because they are not using services.
- **35** households that are currently members have not asked for any services in the last year, which bears this out.

# MEMBERSHIP

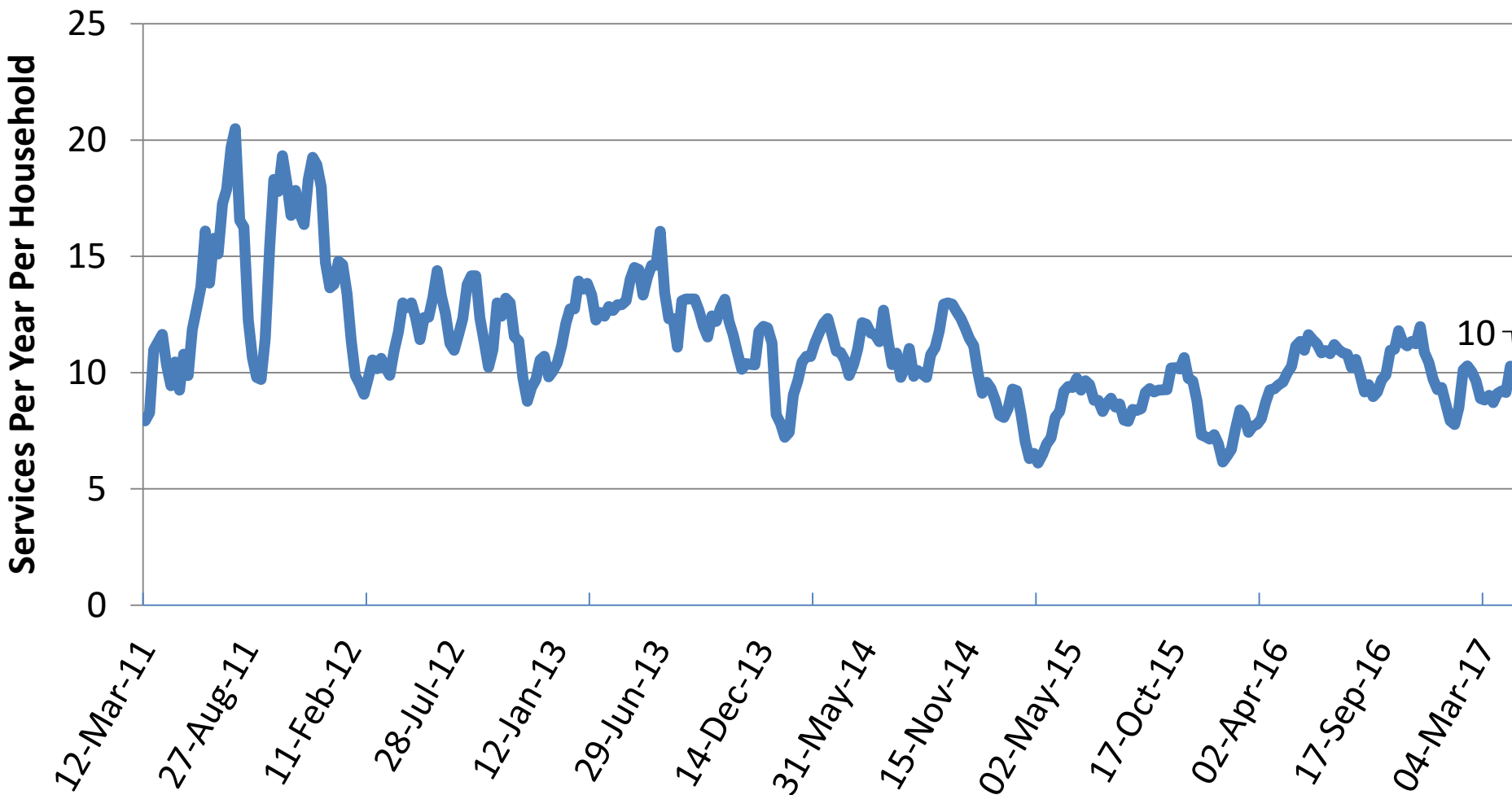
## MEMBER BENEFITS



## % of Households Receiving Services in Preceding Month



## Annual Rate of Services per Household



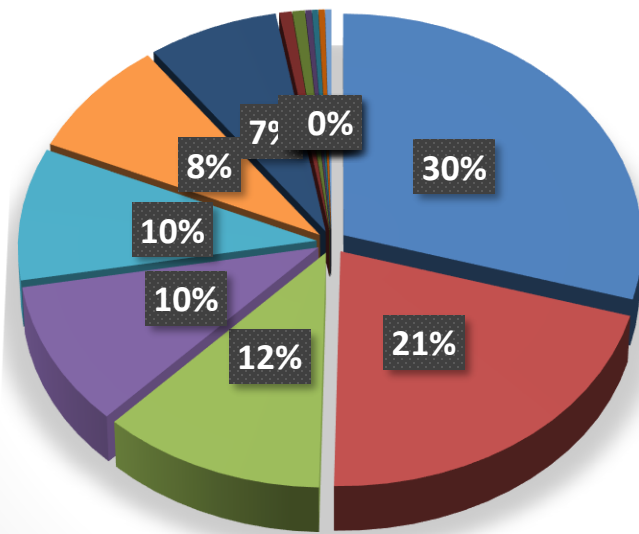
# MEMBERSHIP

## WHY MEMBERS QUIT

## Why Members Quit in the Last Year

4/22/2017

Since we began in February 2011, we have had a total of 641 members, 295 of whom (46%) have dropped their membership

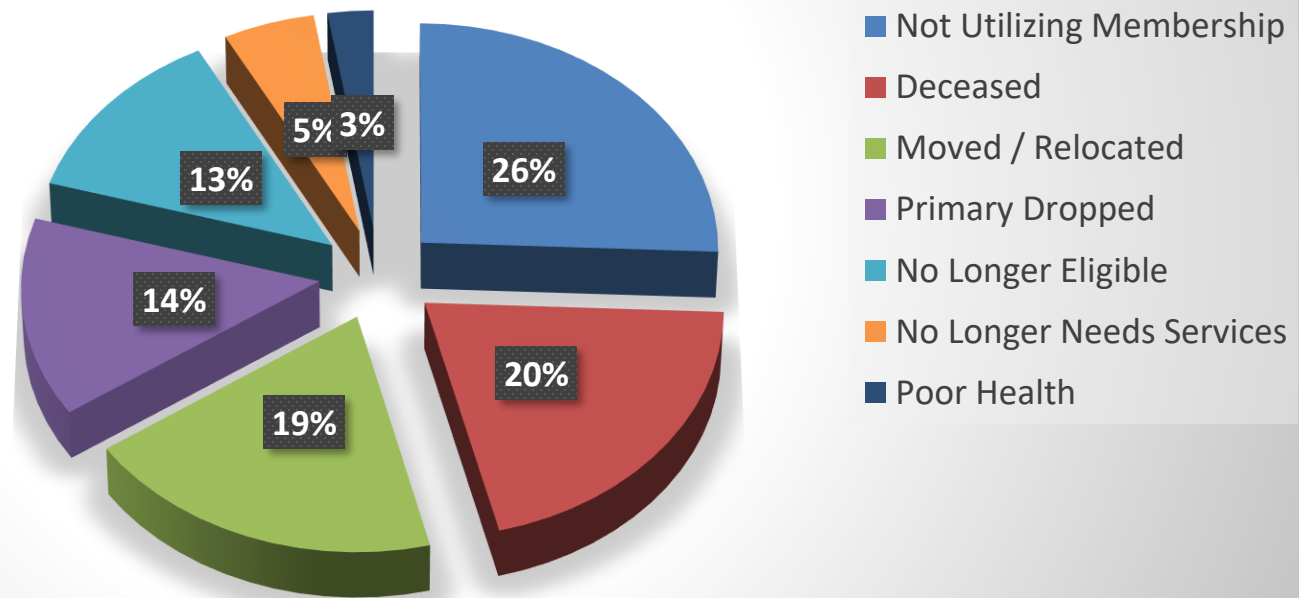


- Deceased
- Moved / Relocated
- No Longer Needs Services
- Not Utilizing Membership
- No Longer Eligible
- Primary Dropped
- Quit / Resigned
- Unknown Reason
- Poor Health
- Upgrade/Downgrade
- Lapsed (Expired)
- Terminated, Other
- Changed His/Her Mind

## Why Members Quit

4/22/2017

23% of those who have been members within the last year have dropped their membership.



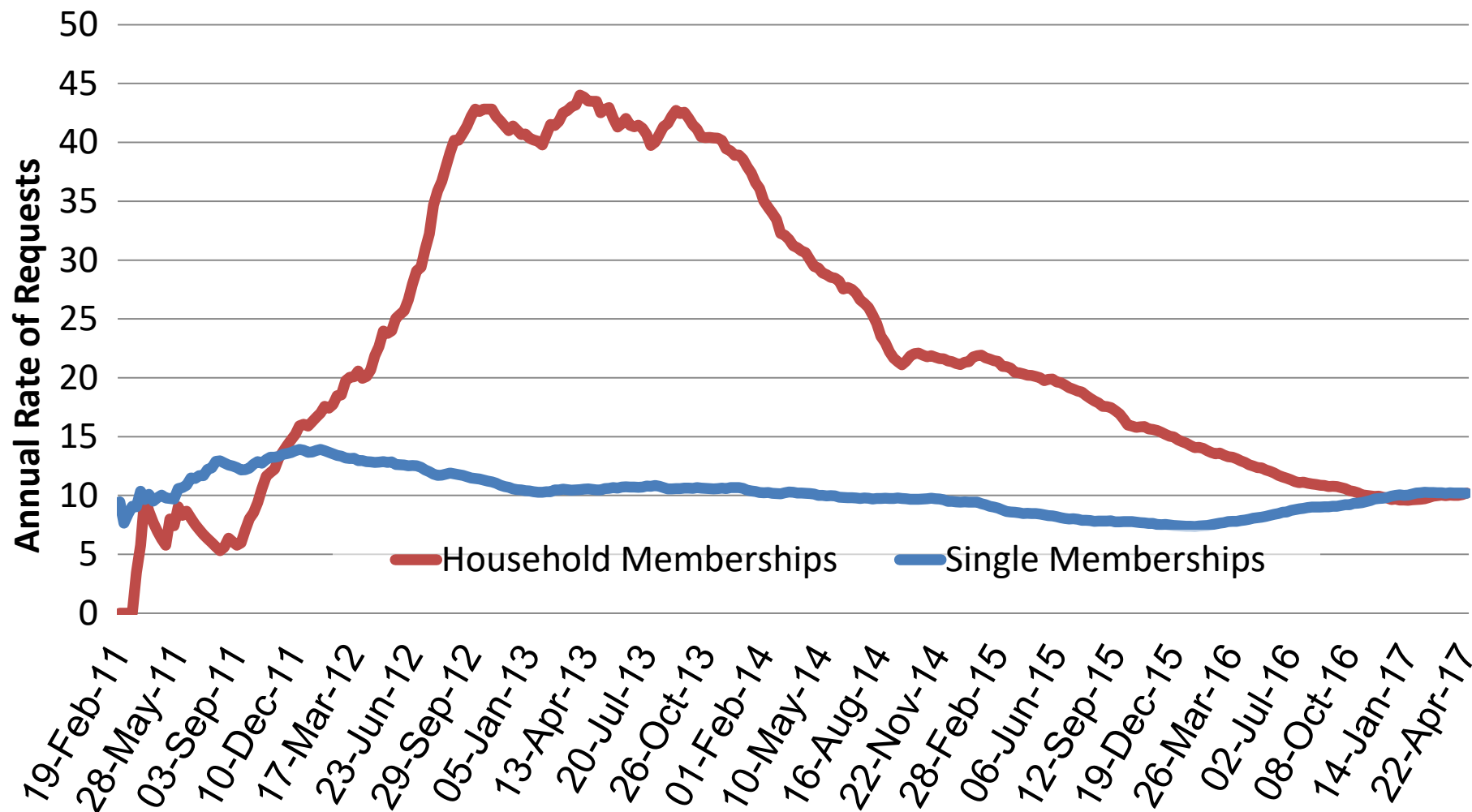
# MEMBERSHIP

What are the Differences Between Single  
And Household Memberships?

## Comparison of Services Used by Single Memberships and Household Memberships

- Before we launched, we had heard from other villages that household members may use the same or fewer services than single members, and so should not have a higher fee.
- Initially households used about 20% fewer services than single households, then households used services at a much higher rate than singles, but now couples collectively use services at a rate that is slightly below than single members.
- Our rate is now \$75 for a single membership and \$95 for a household.

## Single vs. Household Annual Use of Services



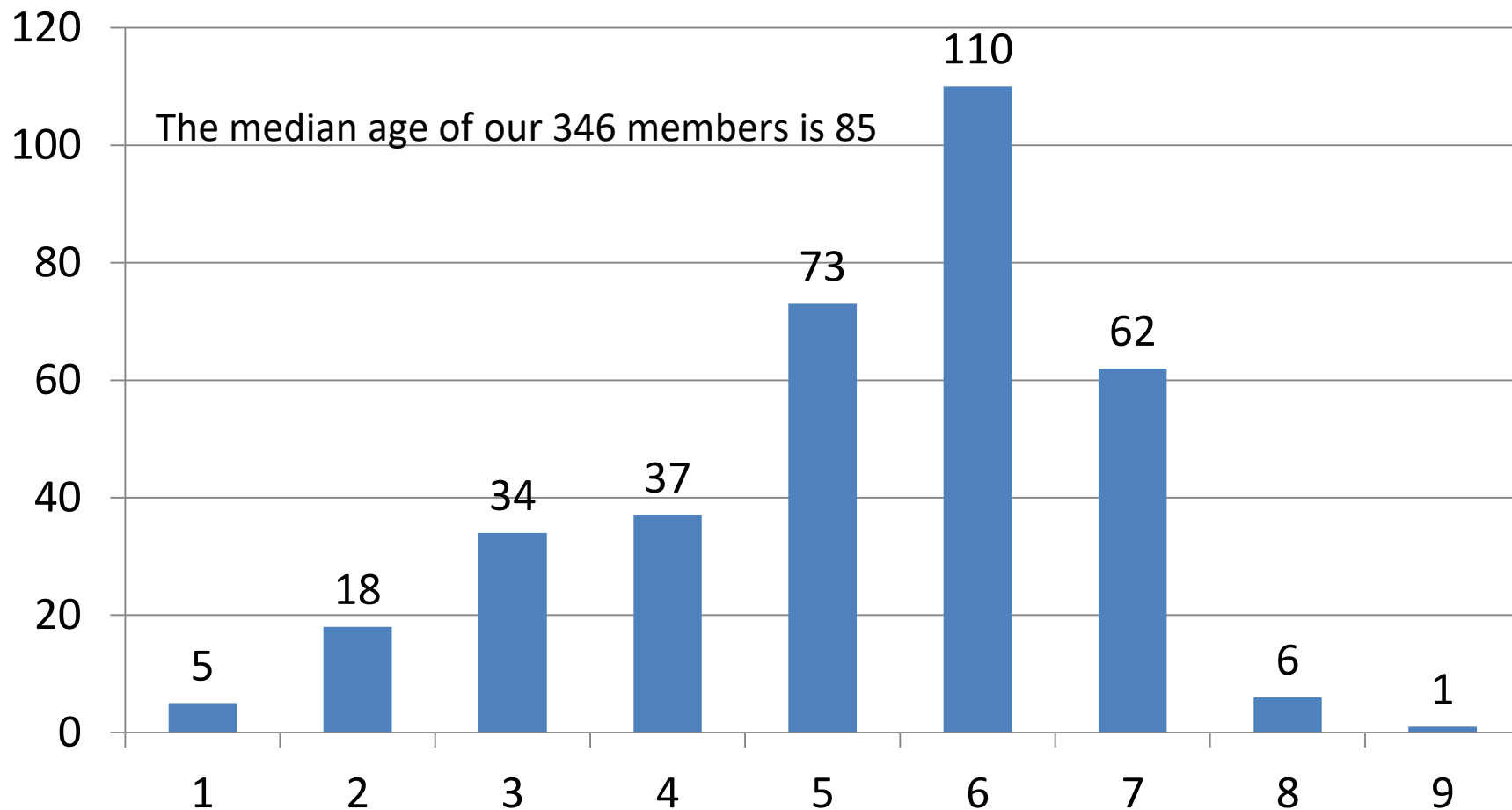


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

## Analysis by Age Group

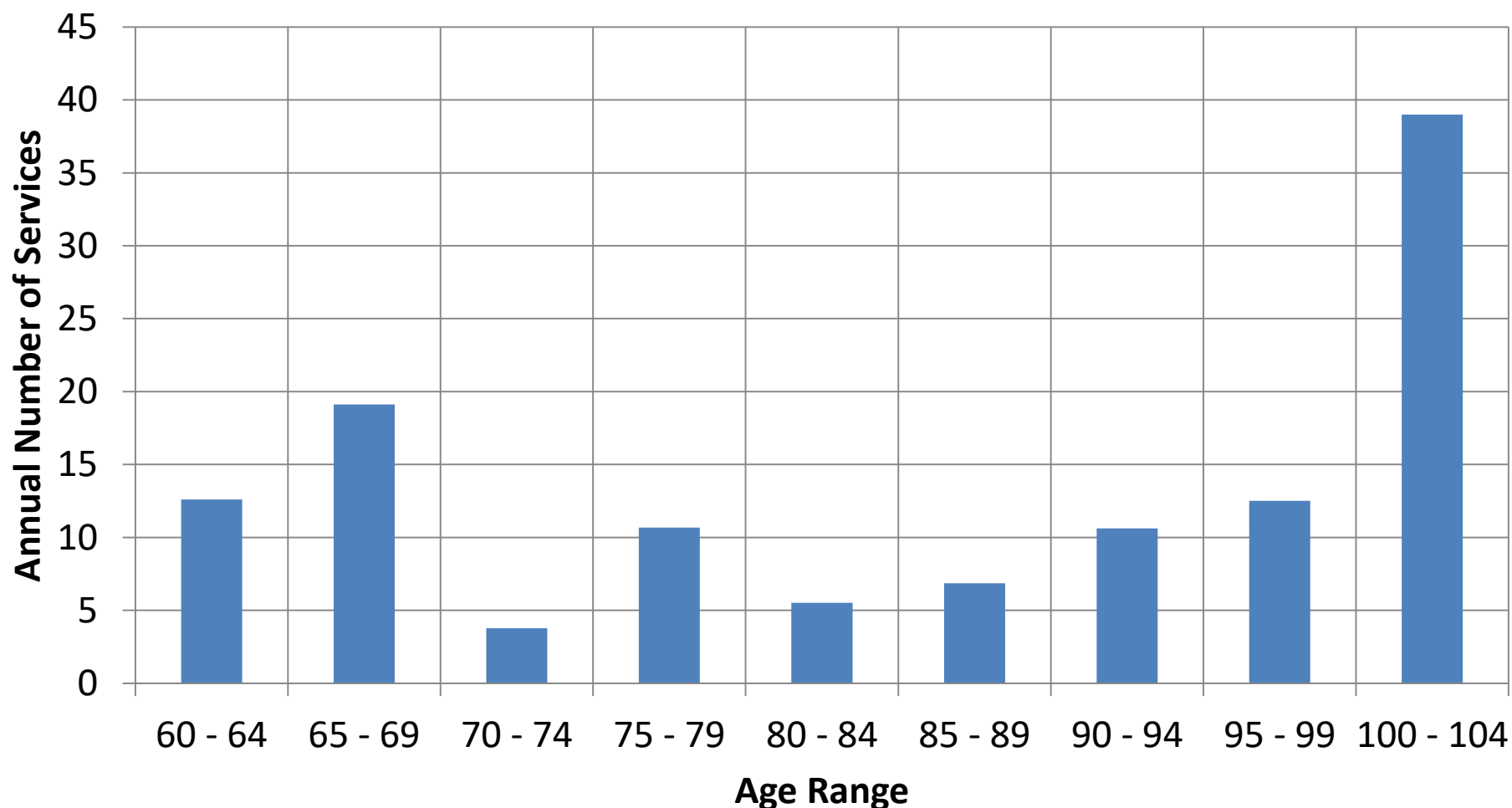
- The majority of our members are in their eighties. The median age is 85 years old.

## Age of Members



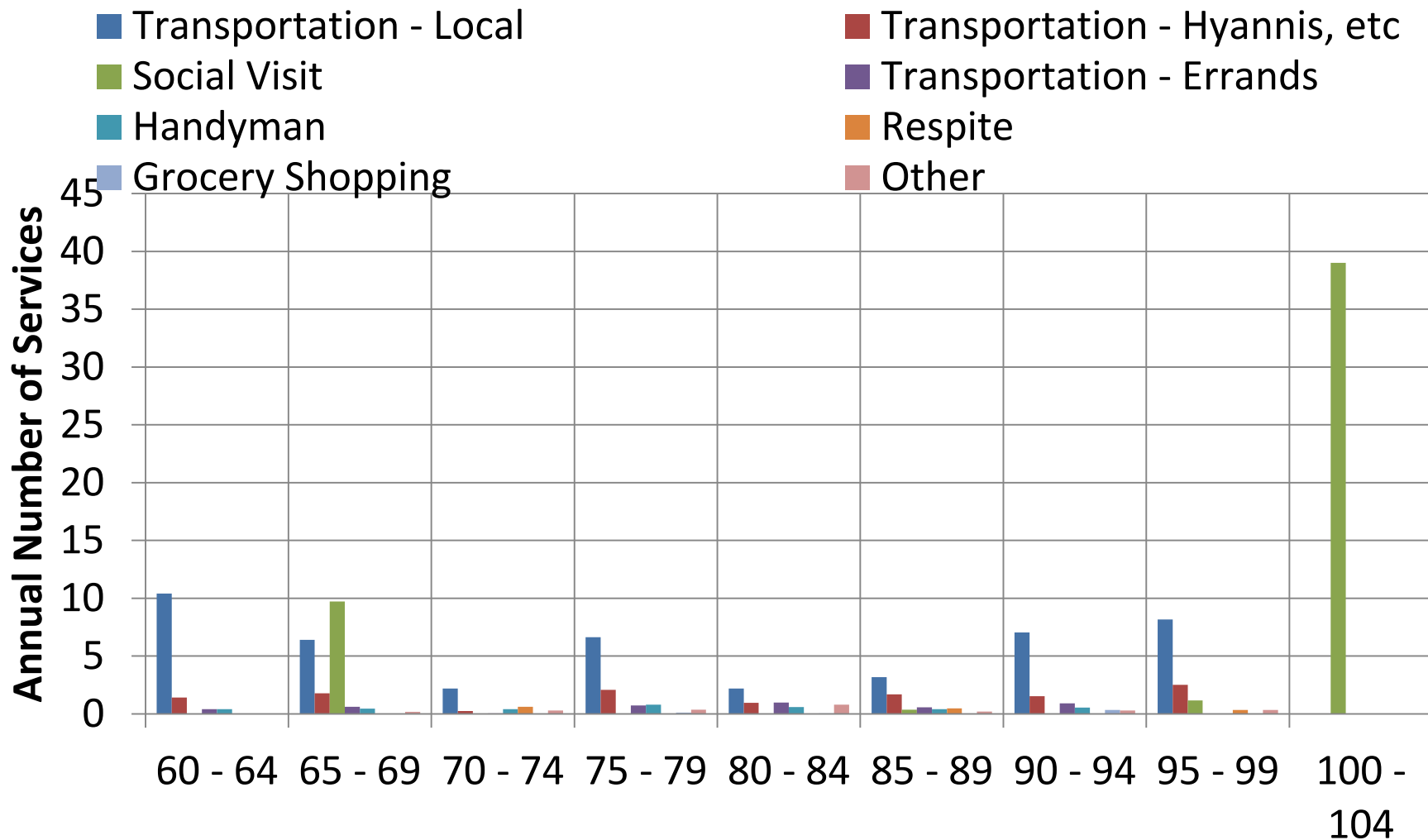
Age Range

## Annual Rate of Services by Age Range





## Trends in Services

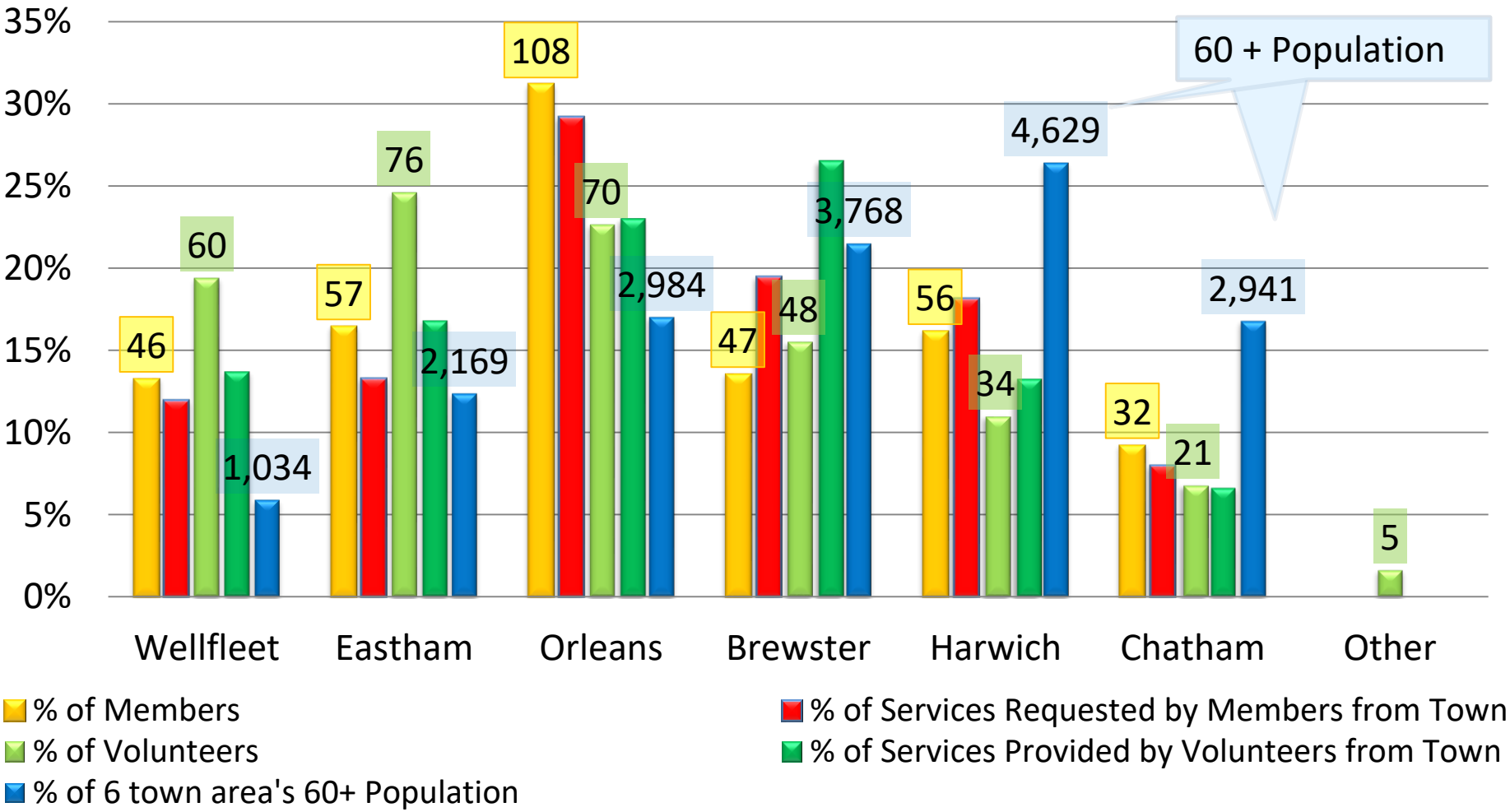


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

- The balance between volunteers and members is slightly **off in Orleans** and otherwise reasonably balanced in other towns.
- “Market penetration” highest in Wellfleet, fairly high in Orleans, and Eastham.
- [For the last 4 weeks,](#)
  - 58% of all services are performed by someone from the same town.
  - 89% of all services are performed by someone from the same or an adjacent town during the last four weeks.

# Comparison of Towns (Last 4 Weeks)

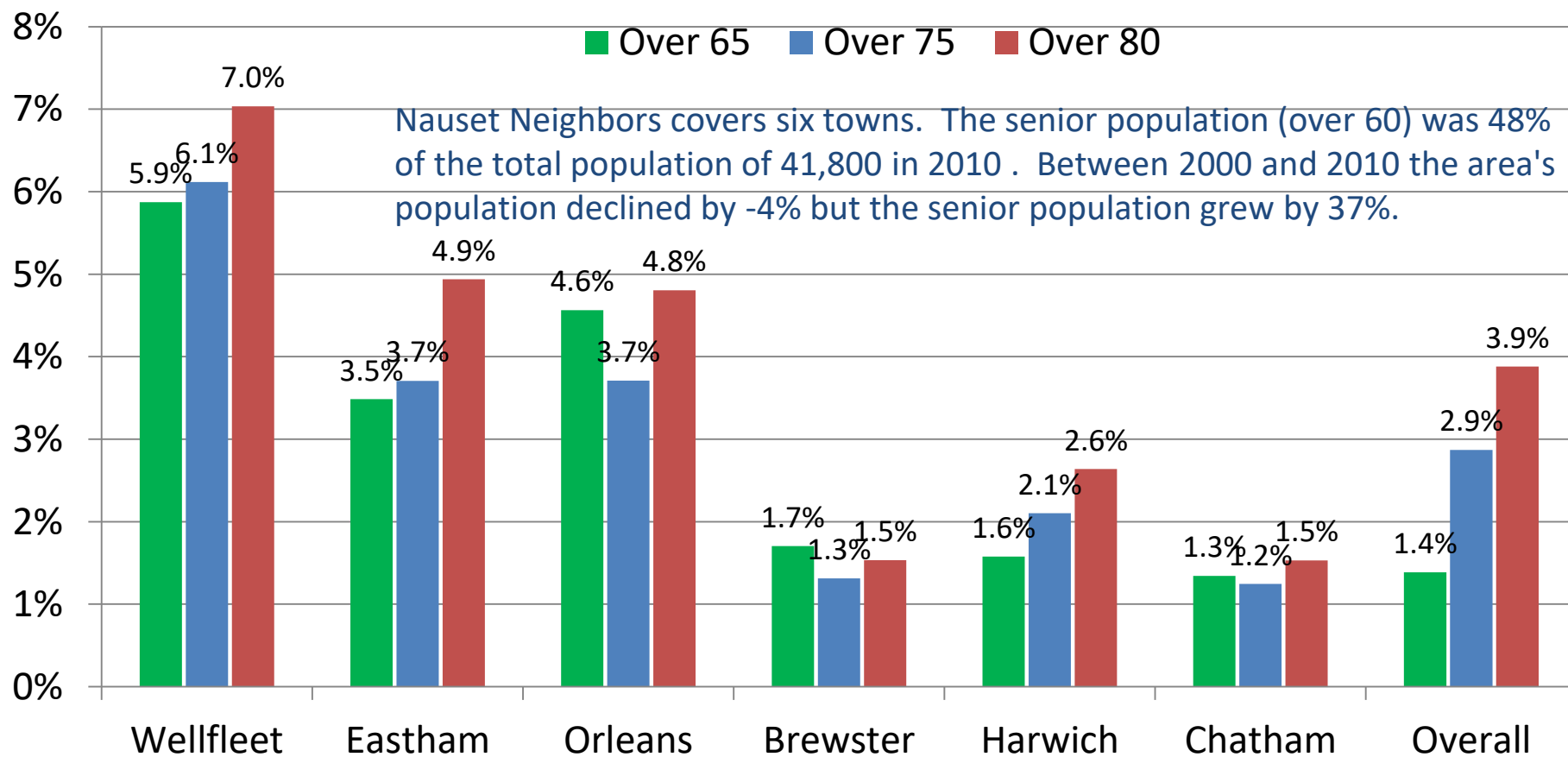






## Market Penetration by Town

### Percent of Seniors who are Members



## Towns of Service Providers & Recipients (Ever)

53% of services are provided by someone from the same town; 86% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	1448	138	321	41	46	3	1997
	Eastham	726	693	880	150	155	33	2637
	Orleans	49	147	2044	346	110	419	3115
	Brewster	22	79	739	827	514	35	2216
	Harwich	12	2	72	207	956	24	1273
	Chatham	4	2	47	22	107	166	348
	Other	8	0	8	7	5	0	28
	Total Used	2269	1061	4111	1600	1893	680	11614

## Towns of Service Providers and Recipients (Last 4 Weeks)

60% of services are provided by someone from the same town. 88% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	22	5	2		2		31
	Eastham	3	17	10	4	3	1	38
	Orleans		3	38	6		5	52
	Brewster		5	14	29	10	2	60
	Harwich			1	5	22	2	30
	Chatham	2		1		4	8	15
	Other	0	0	0	0	0	0	0
	Total Used	27	30	66	44	41	18	226