

MEMBERSHIP MODERNIZATION 2018



Presented by:
Scott English, Executive Director
APS Board Meeting
AmeriStamp Expo, Birmingham, AL
February 22, 2018

MEMBERSHIP MODERNIZATION INTRODUCTION

The American Philatelic Society formed in 1886 for two primary purposes:

1. A Code of Ethics that allowed collectors to better protect themselves from fraud, and
2. A national organization to expand the market for buyers and sellers.

In short: A safe place to buy and sell stamps.

MEMBERSHIP MODERNIZATION HISTORY

The Year was 1988

APS Membership peaked at 57,815 members.

MEMBERSHIP MODERNIZATION HISTORY

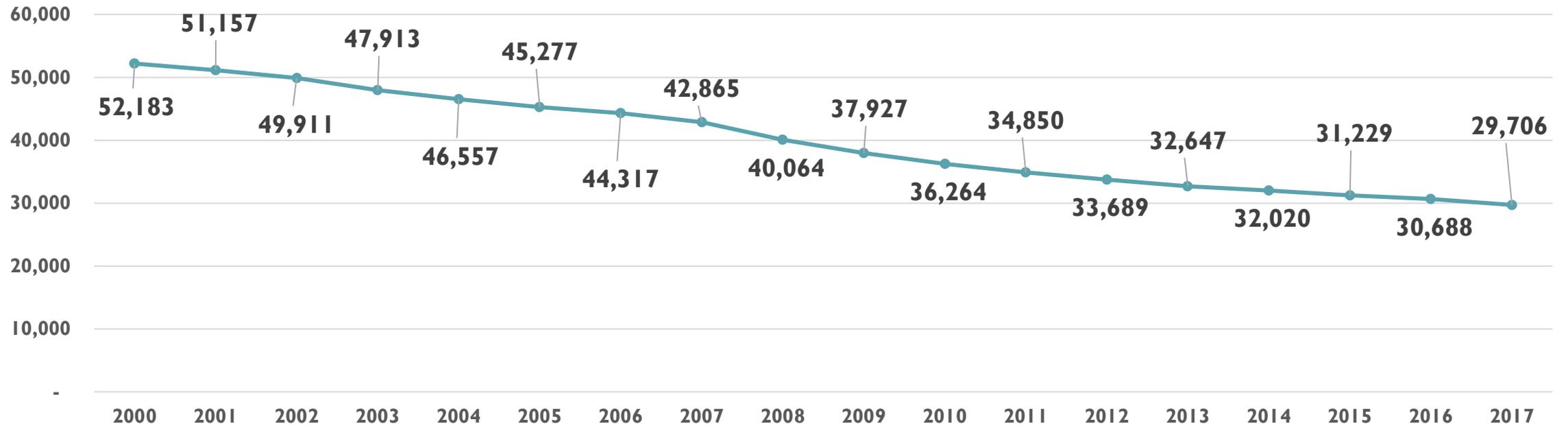
The Year was 1988

APS Executive
Director, Scott English,
graduated high school.



MEMBERSHIP MODERNIZATION HISTORY

Membership Change
2000-2017



MEMBERSHIP MODERNIZATION

MEMBERSHIP BY AGE

| | <50 | 50-59 | 60-69 | 70-79 | 80> |
|------|--------|--------|--------|--------|--------|
| 2000 | 20.44% | 30.89% | 22.10% | 19.11% | 7.47% |
| 2017 | 3.89% | 13.55% | 29.50% | 38.89% | 14.16% |

Since 2000, membership under 60 has dropped from 51% to 17.5% of APS membership.



MEMBERSHIP MODERNIZATION

NEW APPLICANTS BY AGE

| | <50 | 50-59 | 60-69 | 70-79 | 80> |
|------|--------|--------|--------|--------|-------|
| 2000 | 41.15% | 29.60% | 18.41% | 8.81% | 2.02% |
| 2017 | 15.34% | 20.58% | 28.52% | 27.62% | 7.94% |

Since 2000, new applicants under 50 dropped from 41% to 15%



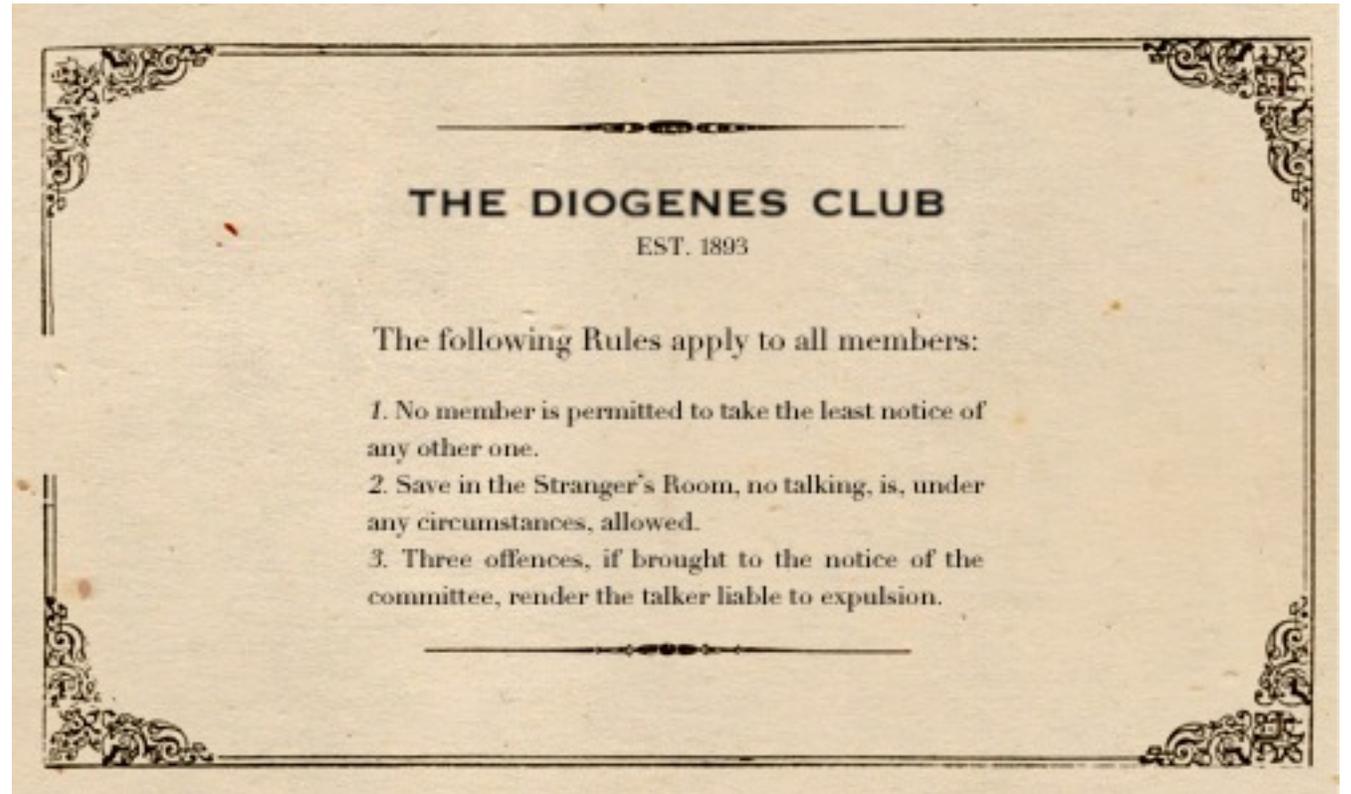
Since 2000, new applicants between 60 and 80 increased from 27% to 56%.



MEMBERSHIP MODERNIZATION

WHAT IT MEANS

- The APS strategy for recruitment has been consistent for decades:
 - Member referral
 - Dealer referral
 - APS Booths at WSP shows
 - Direct Mail
 - Philatelic Advertising
- From 2000 to 2017, new applications dropped from 2,585 to 1,332.
- We have to shift from “preaching to the choir” to reaching a new audience – not the same as making new collectors.
- There is no silver bullet.



MEMBERSHIP MODERNIZATION TRADITION V. TECHNOLOGY



MEMBERSHIP MODERNIZATION

THE DIGITAL LANDSCAPE



Accessibility

- 93 percent of Americans have Internet access.
- Since 2013, mobile has been the dominant device.
- 82 percent access by phone v. 73 percent by computer.



Internet Commerce

- 83 percent of adults shop online.
- The average online shopper spends \$1,400/year or \$117/month.



Time Online

- The average American now spends 23.9 hours online weekly.
- One-third of leisure time is now spent online.



Relationships and Technology

The Internet is important to maintaining relationships:

| | |
|---------------|------------|
| 18-34: | 73 percent |
| 35-54: | 64 percent |
| 55 +: | 48 percent |

MEMBERSHIP MODERNIZATION

SOCIAL MEDIA



- 2.2 billion users
- More users than combined population of China, U.S., Indonesia, Brazil and Japan



- 330 million monthly users
- If it were a country, it would be the same size as the United States.



- 800 million monthly users
- This would be the third largest country in the world.



- 3.25 billion hours watched each month.
- That translates to 371,000 years of content viewed each month.

MEMBERSHIP MODERNIZATION

OBLIGATORY INSPIRATIONAL QUOTE

"The trouble with quotes on the Internet is that you can never know if they are genuine."

Abraham Lincoln



MEMBERSHIP MODERNIZATION

FOUR PILLARS OF PROMOTION

Sustainable

- Increase revenue potential for digital assets.
- Monthly online revenue \$700 v. \$41,600 for journal.
- Few online services provided to membership so web traffic has lower value.

Engage

- It has never been cheaper to build an audience.
- Use of social media is aimed at marketing the APS directly to people and make it sharable.
- Through these means, we identify and create leads.

Educate

- Supplement content marketing with paid promotions.
- Connect with the audience to promote value.
- Shift from the “cold ask” to relationships.

Experience

- Provide value to current and prospective members.
- Create more opportunities for people to experience the value of membership.

MEMBERSHIP MODERNIZATION

ENGAGE

- In 4Q 2017, the APS added a digital strategies coordinator to unify social media communications, create online content and aggregate content for promotion.
- The first two initiatives: Google Ads and Facebook engagement has increased traffic to the website by one-third in 1Q 2018.
- For 2018, our goal is to push growth of social media channels to drive traffic to the APS website:

| Social Media | Present | 2018 Goal |
|--------------|---------|-----------|
| Facebook | 9,736 | 12,000 |
| Twitter | 2,383 | 3,000 |
| Instagram | 770 | 1,000 |

- We are piloting other channels to continue to build our audience for traffic and sharable content.

MEMBERSHIP MODERNIZATION

EDUCATE

Website

- Current website: Launched in 2011.
- New content management platform in place and website redesign underway.
- Will split stamps.org (APS) and stampslibrary.org to provide strong APRL web presence.
- Provide sign-up email option for non-members.

Stamp Collecting Resource

- Bring blog to the APS website for regular updates.
- Increase use of video content on stamp collecting information on website and YouTube.
- Use non-journal writing and research to provide additional information.
- **Projected Investment:** \$50,000 (Year One) **Implementation Start:** 2Q 2018

Email Content

- We secured a platform through Meltwater to aggregate news, mentions, and APS-created content for email.
- Allows APS to target to specific interest areas and promote to media and influencers.
- **Projected Investment:** \$27,000 (3 years) **Implementation Start:** 2Q 2018

MEMBERSHIP MODERNIZATION EXPERIENCE

Digital Content

- Secured ContentDM in 2017 to host journal online.
- By 2Q 2018, *The American Philatelist* dating back to 1990 will be available.
- Platform will allow storage of large, searchable digital library.
- In 4Q 2018, launching “Adopt a Book” campaign to support digitization efforts.

Online Stamp Sales

- StampStore is the second most popular reason to visit website.
- Critical sales component is that non-members can buy from site.
- Push outside APS resources to promote access to StampStore to new audience.

MEMBERSHIP MODERNIZATION EXPERIENCE

Live Events

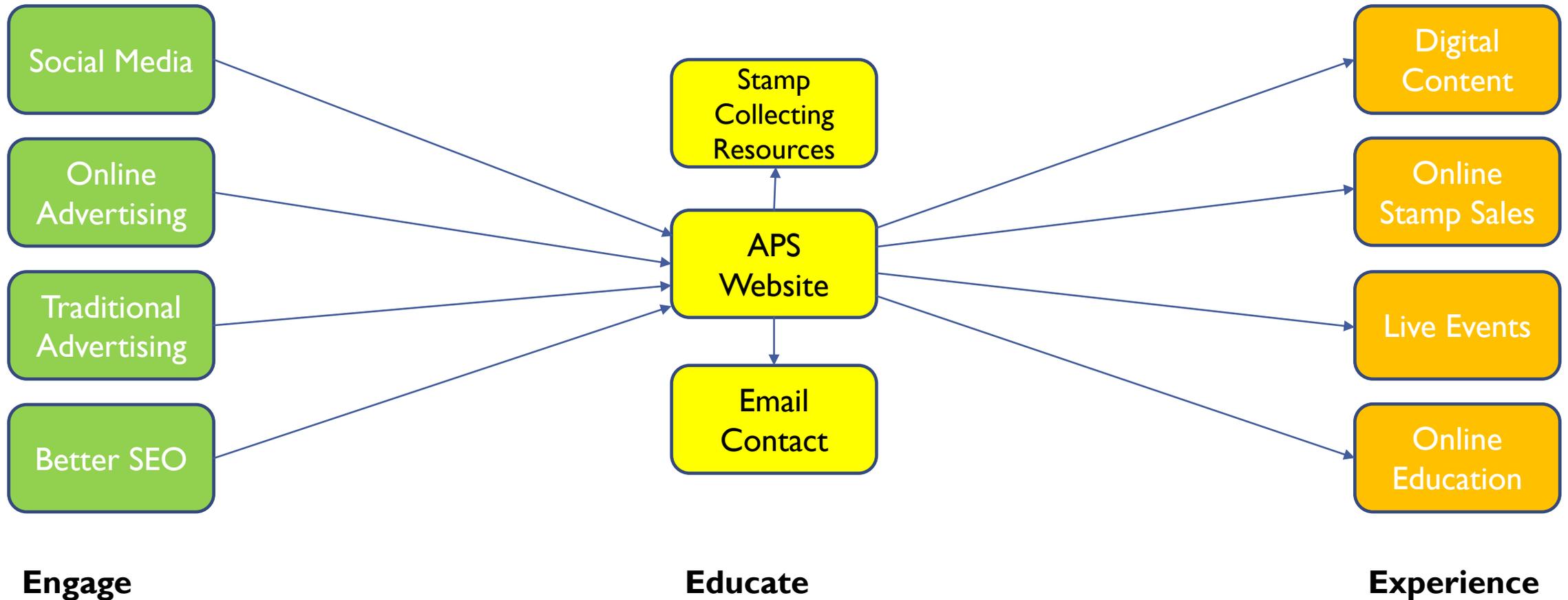
- Analyzing platforms to provide live event access to APS events and educational opportunities.
- Pilot projects to provide live access to Summer Seminar General Sessions through platform.
- If successful, we will expand to broadcast StampShow and other live events.
- Platform will allow APS to do regular live webinars with stamp experts and others.
- All events will be recordable and on-demand.

Online Education

- Same platform will allow us to record “On the Road” courses or provide live classes.
- Piloting course on Machins at PIPEX.
- Plan to convert usable slideshows and DVDs to on-demand resources.

Projected Investment: \$45,000 (3 years) **Implementation:** 2Q 2018

MEMBERSHIP MODERNIZATION CONTENT MARKETING



MEMBERSHIP MODERNIZATION CHALLENGES

- **Content Creation:** We rely on our membership to be content creators for *The American Philatelist*. For the purpose of promotion, we will need more regular content (articles, stamp news, video resources) This will shift over time.
- **Internal Capacity:** We do an excellent job of serving the needs of current membership, but will need to expand skills to include use of new technology. This is a training opportunity.
- **Technology Management:** Our website and network services are outsourced. We will need 24/7 IT management. Improved project management and IT analysis skills will need to be brought to the organization.

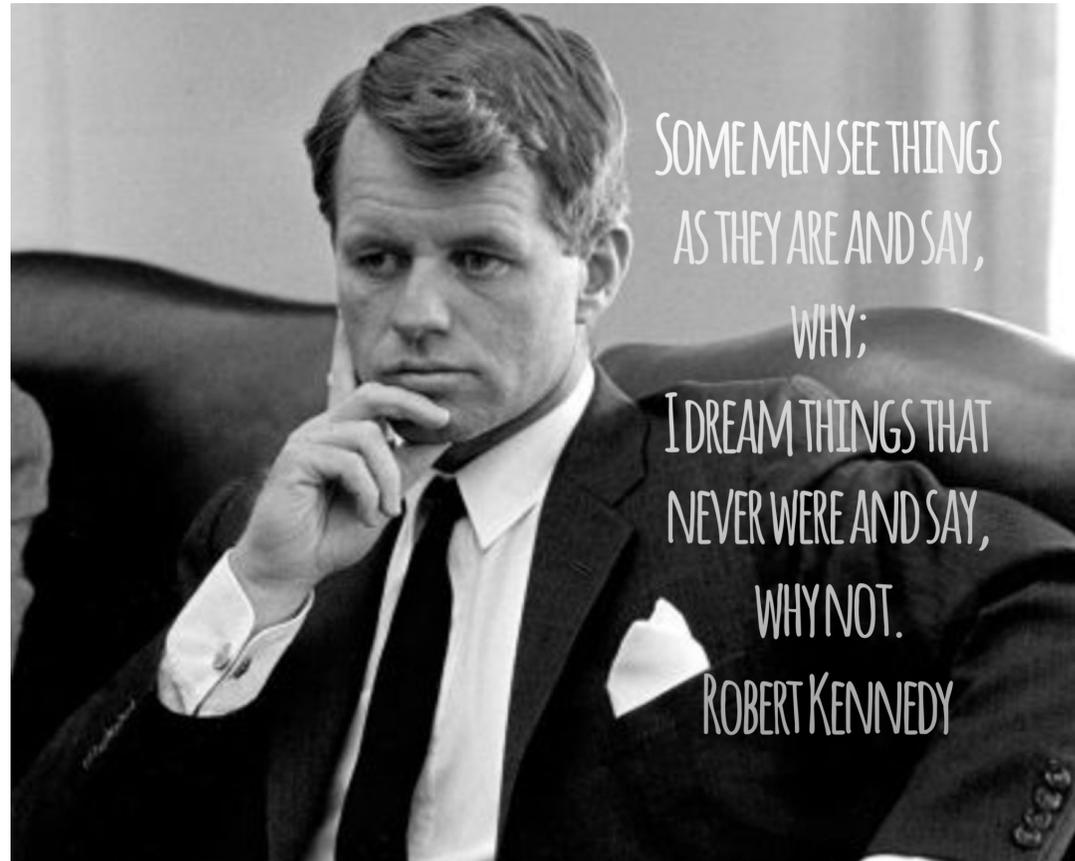
MEMBERSHIP MODERNIZATION FURTHER PLANNING

- **StampStore:** Allow sellers to post and fulfill sales at home instead of providing all posting and fulfillment in Bellefonte.
- **Strategic Partnerships:** Preliminary discussions with eBay suggest potential to promote knowledge on their site in exchange for membership promotion. Promotion for APS Dealer Members of eBay stores.
- **Digital Subscriptions:** Current APS technology does not allow monthly payments or sufficient commerce opportunities for content, such as eBooks or subscription services to content. This will require further changes to the website.

MEMBERSHIP MODERNIZATION CONCLUSION

- For much of its existence, the APS has played a critical role in protecting the interests of stamp collectors.
- As times change, so must we.
- We've been slow to adapt to the current marketplace of buying and selling stamps.
- Through modernization of our presence and activity, we can help the 21st century collector buy with confidence.

MEMBERSHIP MODERNIZATION INSPIRATIONAL QUOTE



SOME MEN SEE THINGS
AS THEY ARE AND SAY,
WHY;
I DREAM THINGS THAT
NEVER WERE AND SAY,
WHY NOT.
ROBERT KENNEDY