



USA WOA

NEW INCOME CATEGORIES

JANUARY 2022



OUTLINE



- **Background / Issues**
- **New Corporate Membership Plan**
- **Special Event Income**
- **Other Special Event Income**



BACKGROUND / ISSUES



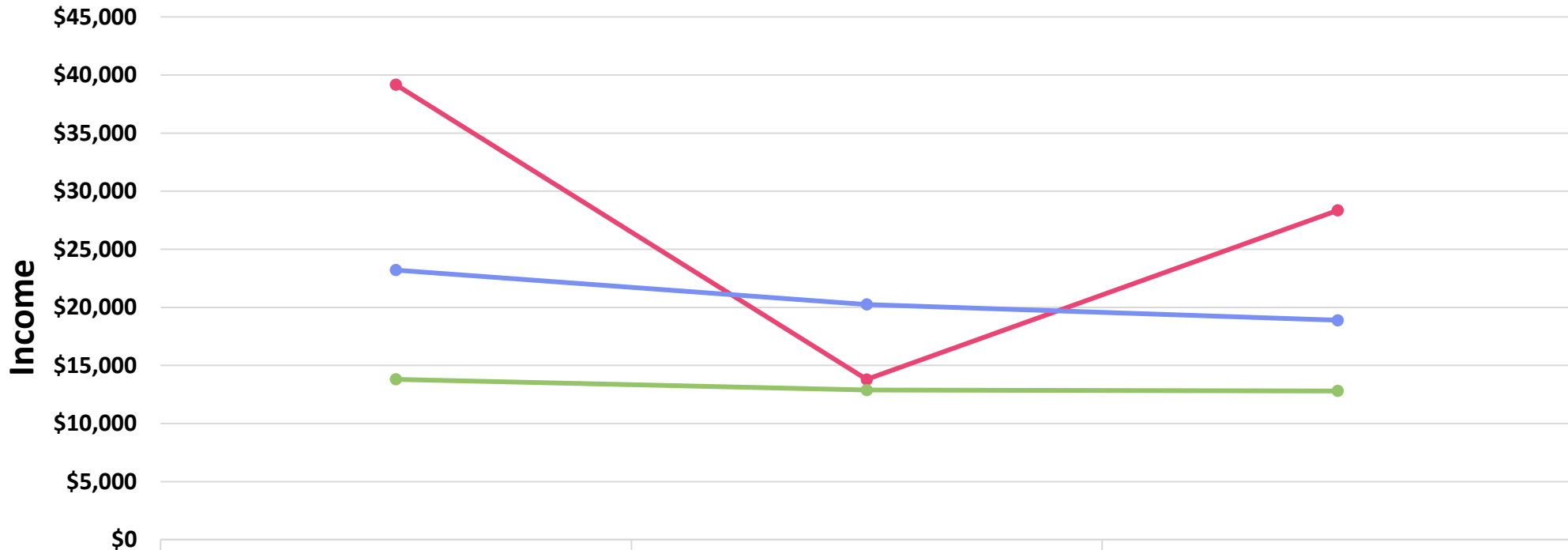
- USAWOA is now a 501c(19) Non-Profit Corporation.
- The association has 11 Membership Categories with 31 options.
- Membership revenue does not support operations – \$101K (48%) / 186K – **Shortfall (-\$85K)**
- Annual Fundraising Special Income – 26% (\$54K)
- **Dividend Income – 16% (\$34K)**
- Memorabilia Income – 2% (\$3.2K)
- **Life Membership fund being used to fund operations – (\$28K)**
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The USAWOA revenue generation process and membership systems are broken.



YEARLY MEMBERSHIP INCOME

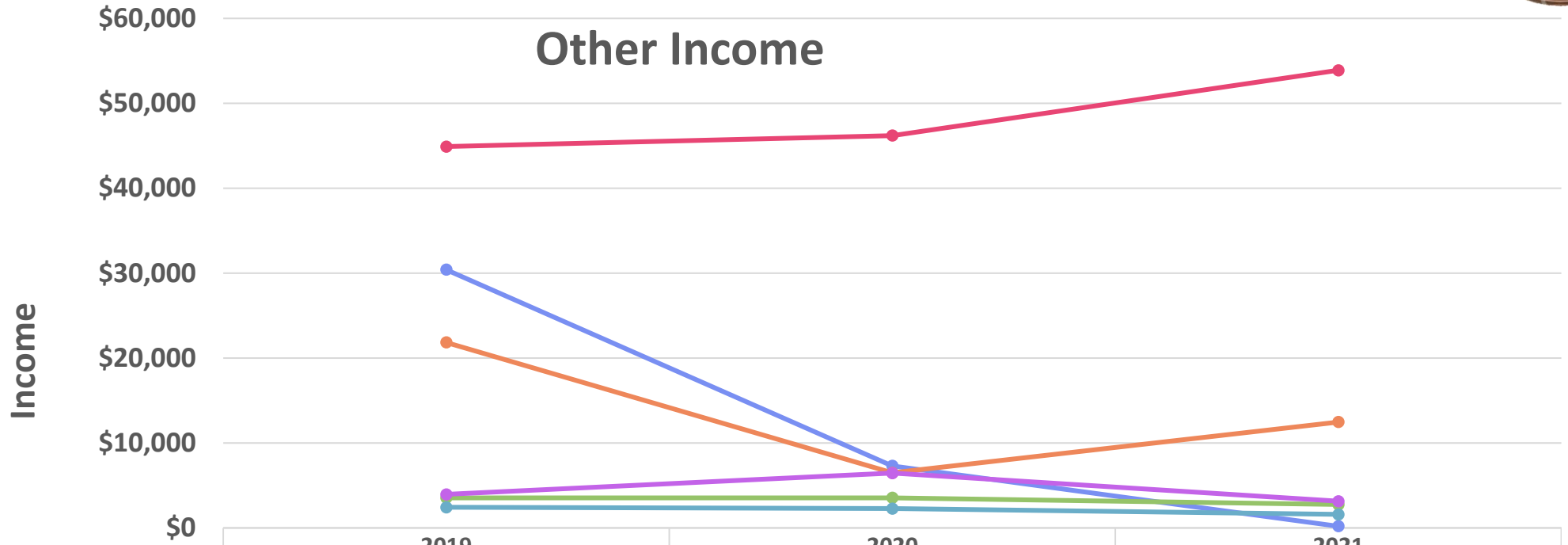
Membership Income



	2019	2020	2021
Life Member	\$39,170	\$13,795	\$28,350
Regular Member	\$23,204	\$20,252	\$18,890
Retired Member	\$13,802	\$12,886	\$12,806



YEARLY OTHER INCOME

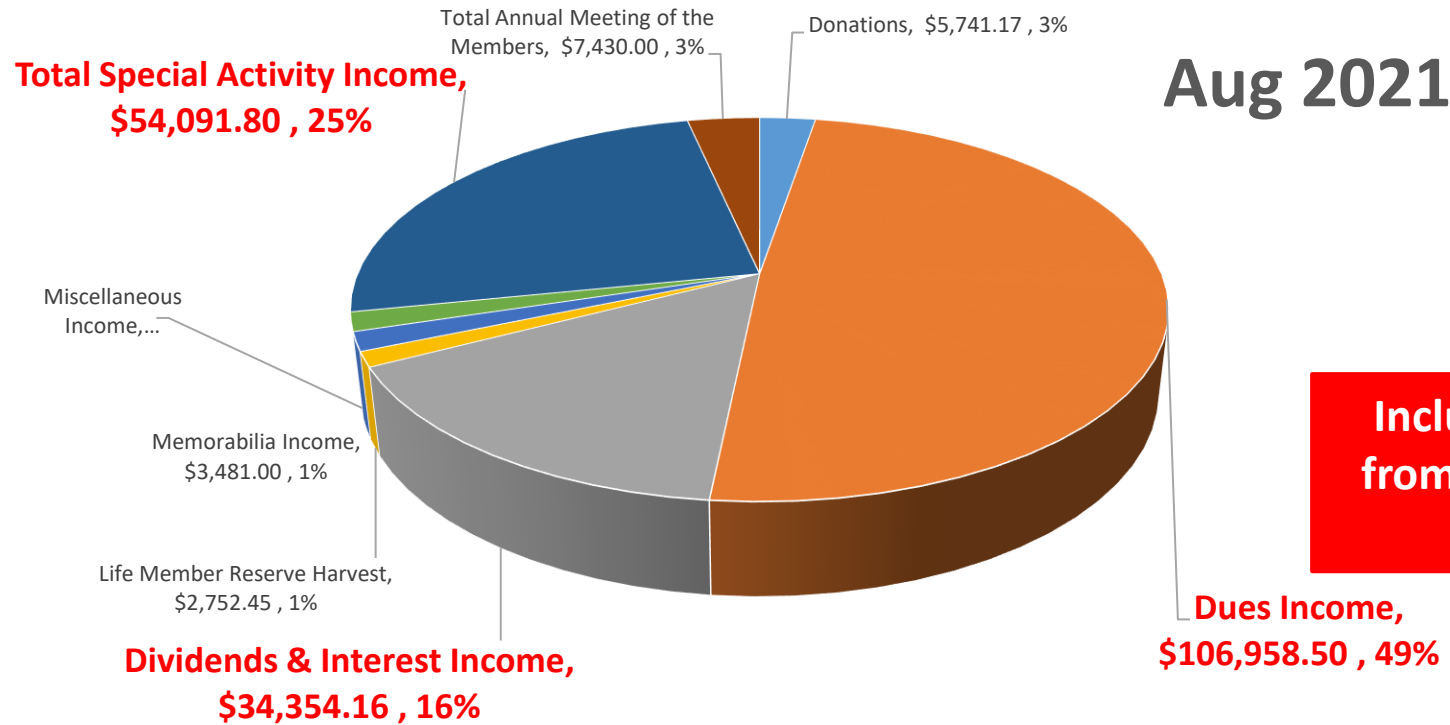


	2019	2020	2021
Annual Fundraiser	\$44,911	\$46,210	\$53,900
Phyllis Wilson Fundraiser	\$30,410	\$7,298	\$192
Life member Reserve	\$3,544	\$3,544	\$2,752
Corporate Dues	\$21,850	\$6,475	\$12,475
Memorabilia	\$3,947	\$6,450	\$3,142
PENFED Rebate	\$2,416	\$2,268	\$1,585



CURRENT OPERATIONAL INCOME

Aug 2021



Includes \$26,187.50 Draw from Life Member Account. (4102)

- Donations
- Dues Income
- Dividends & Interest Income
- Life Member Reserve Harvest
- Memorabilia Income
- Miscellaneous Income
- Total Special Activity Income
- Total Annual Meeting of the Members



PROJECTED CORPORATE MEMBERSHIPS



Corporate Membership	Rate	Number	Goal
Platinum (National Level)	\$5,000	18	\$90,000
Gold (Regional Level)	\$3,000	20	\$60,000
Silver (Chapter Level)	\$1,000	25	\$25,000
Bronze (Small Business)	\$500	30	\$15,000
Subtotal Corporate Membership			\$190,000



SPECIAL EVENT FUNDRAISING GOAL (PHYLLIS WILSON FUNDRAISING)



Fundraising			Goal
Online Silent Auction			\$20,000
Reception & Gala			\$20,000
50th Anniversary USAWOA Special Commemorative			\$25,000
Special Raffle PRINT			\$25,000
The 1918 Society 100 new members			\$10,000
Subtotal Fundrasing			\$100,000



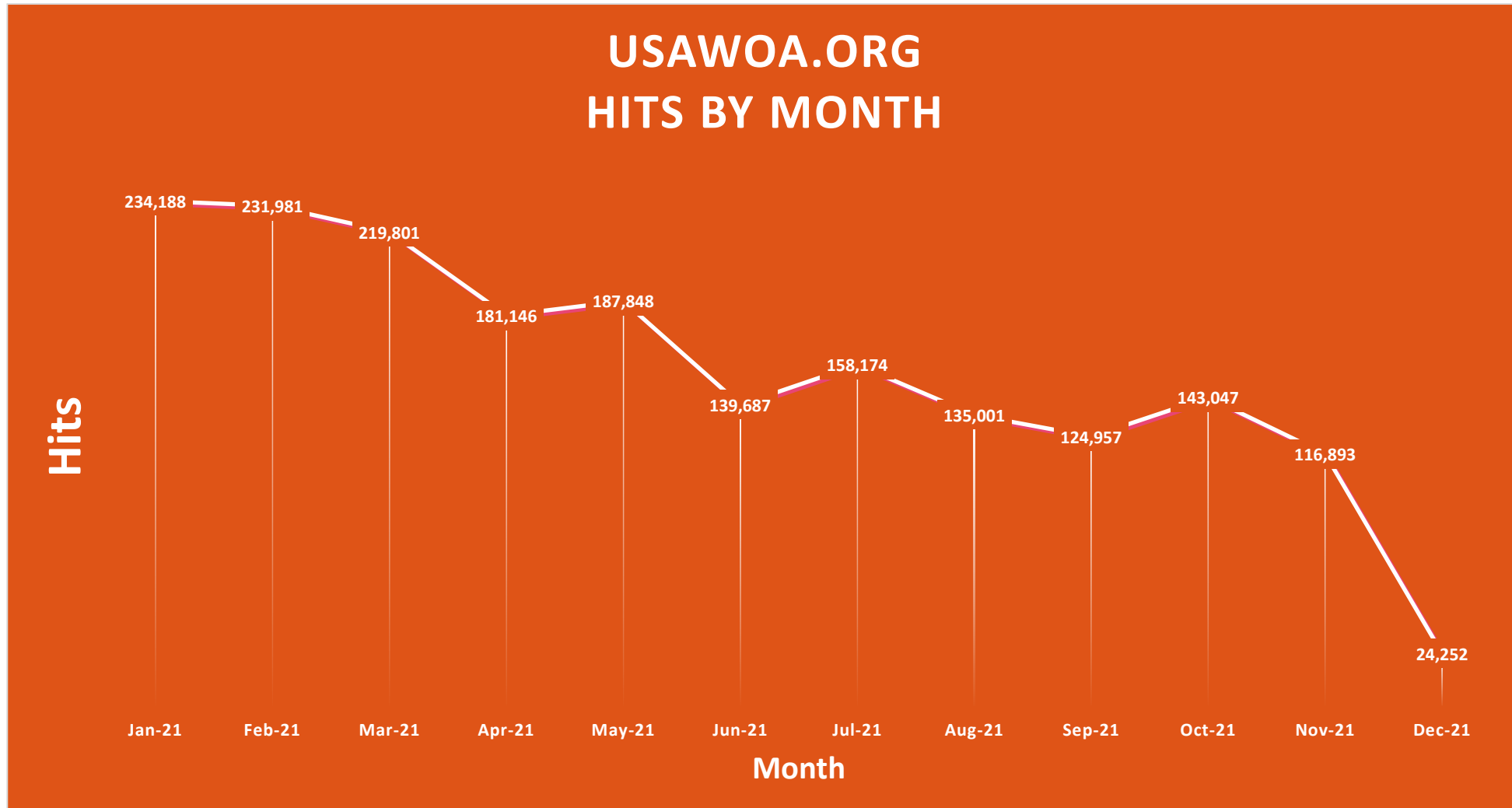
OTHER SPECIAL EVENT INCOME



- **Merchandizing Goal - \$20,000 (\$3,481)**
- **Historical Special Event – Honorary Membership Reception & Gala - \$20,000 (\$0)**
 - **Joint Event by WOHF & USAWOA Awards Committee at NMUSA**



USAWOA.ORG STATS





NEW INCOME CATEGORIES



Category	Goal	Commission Rate	Commission	Final Total
Corporate Membership	\$190,000	20%	\$38,000	\$152,000
Fundraising	\$100,000	20%	\$20,000	\$80,000
Website Ad Income*	\$56,240	20%	\$11,248	\$44,992
Merchandizing	\$20,000	20%	\$4,000	\$16,000
Historical	\$20,000	20%	\$4,000	\$16,000
Crowdfunding**	\$9,888	3%	\$297	\$9,591
Total Special Income	\$396,128		\$77,545	\$318,583

* - <https://www.google.com/adsense/start/#calculator> (250,000 per month)

** - <https://work.chron.com/much-average-website-owner-make-21389.html>