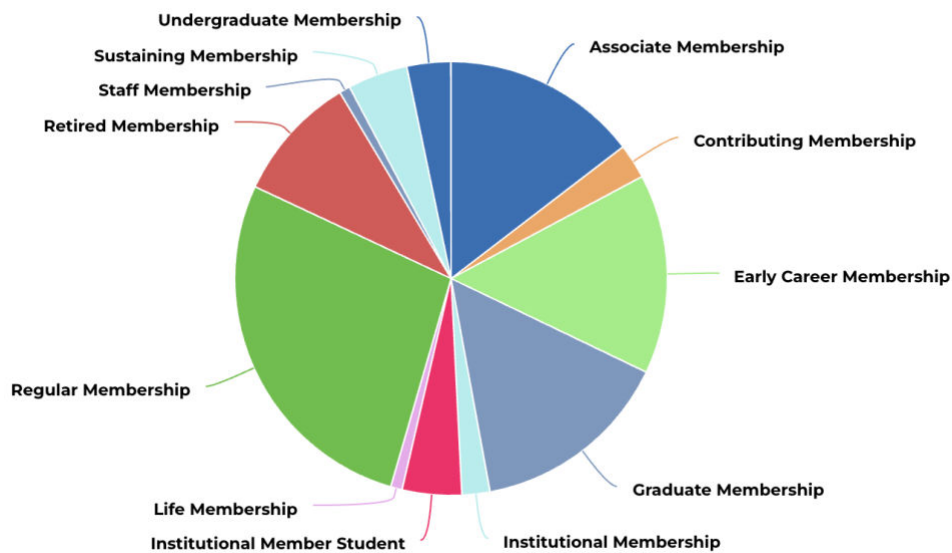


## Membership Report 2025

As of April 22, we had approximately 2,153 active individual ASOR members. At the same point last year, we had approximately 2,007 active individual members, putting us ahead by 146. (These numbers do not include institutional members, institutional student members, or our 10 staff members.) As of the end of the 2024 Annual Meeting in November, we had 1,928 active members, meaning we have gained 225 members since the Annual Meeting. In FY25, we began with 51 member institutions and are currently at 53, with the University of Alberta becoming a new member and Brown University re-joining after lapsing in FY22. These institutional members have enabled approximately 160 students over the last year to take advantage of a free institutional student membership. A pie chart of membership types illustrates the general breakdown of all ASOR members:



As of the end of Q3 on March 31, we have collected \$176,350 in membership revenue during FY25. Membership rates increased on March 1, 2025. Ahead of this, we ran a “membership price change notice” e-blast campaign that resulted in a significant number of members with 3/31/25 and 6/30/25 expiration dates to renew early. We also noticed a rise in re-joins from the 9/30/24 and 12/31/24 expirations. This not only helps our membership numbers, but also results in a decreased lapse potential for the 6/30/25 expirations group since so many renewed outside of the regular period.

We have introduced other successful membership-related campaigns this past year. ASOR’s spring book sale allows active members to purchase any ASOR publication 2 years or older at a discounted rate of only \$15 each. As of April 22, we have sold 96 books and managed to completely sell out of three volumes. Additionally, we recently launched a member “Call for Memories” in honor of ASOR’s 125<sup>th</sup> year to collect ASOR-related anecdotes, memories, and photos for use at the 125<sup>th</sup> celebration at the Annual Meeting.

One of our most significant and successful changes this year was to make the webinar program free and open to the public. With the support of our generous members and donors, we have held 14 webinars so far with the highest registration numbers we have seen in the history of the program (~20-30 registrants per webinar before vs hundreds now). This includes 1,194 individual registrants who had never previously been a part of ASOR or FOA.

Overall, membership is in a good place with numbers being generally above where we were at this time last year.