



### New Member Breakdown

7/1/2021 - 7/21/2021

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
2	Annual Meeting	237
6	From a current member	584
1	List-serv announcement	33
4	Other	166
3	Social Problems Journal	314
3	Websearch	341

19

\$1,675.00

#### Current Member (recorded on upper portion of promotion schedule when not within a special promotional window of time)

- Any new member that selects "From professor or during class" and the referral is a current member.
- Any new member that selects "current member" with a referral or without a referral.

#### Professor or During Class (recorded on upper portion of promotion schedule when not within a special promotional window of time)

- Any new member that selects "From professor or during class" and the referral is NOT a current member or there is no referral.

#### 2021 Student Promo - Sent to Student Members, Directors of Graduate Studies, and selective Department Chairpersons (recorded on promotion schedule), through 3/3

- Any new member that selects "From professor or during class" and the named professor is NOT a current member or there is no referral. Assumption is that it was forwarded from the student promo sent to chairpersons or from a list serv.
- Any new member that selects "current member" and the referral is a student.

#### 2021 Call to Action: Time to Renew and Recruit! Promo - Sent to SSSP members excluding students (recorded on promotion schedule), through 3/31

- Any new member that selects "From professor or during class" and the referral is a SSSP member.
- Any new member that selects "current member" and specifies a member that is not a student.
- Any new member that selects "current member" that does not specify a referral.

#### Journal

- From the *Social Problems* Journal

**Gift Membership Breakdown**

Purchase Date	Number of Gift Memberships	Gift Membership Type Description	Donor Membership Type Description	Total Paid
1/1/21-1/31/21	22	Graduate Student	\$65,000 - \$74,999	\$726
2/1/21-2/28/21	6	Graduate Student	\$75,000-\$84,999 and \$85,000-\$99,000	\$198
3/1/21-3/31/21	1	Graduate Student	\$65,000 - \$74,999	\$33
4/1/21-4/30/21	3	First Time Professional, Unemployed, Graduate	\$100,00 and Up, \$65,000 - \$74,999	\$116
5/1/21-5/31/21	3	Unemployed	Sustaining, \$75,000-\$84,999, and Graduate	\$99
6/1/21-6/30/21	7	Graduate Student, Unemployed	Graduate Student, Sustaining, \$55,000-\$64,999, \$65,000 - \$74,999, \$75,000-\$84,999	\$231

**42**

**\$1,403.00**

**Gift Membership Type Description:** Type of SSSP Membership paid for (Graduate Student, Undergraduate Student, First Time Professional, etc.)

**Donor Membership Type Description:** SSSP Membership Description of the donor (Graduate Student, Undergraduate Student, First Time Professional, etc.)

**January Donors purchased 22 graduate student memberships for Student Advisory Editors & Student members of the SP Editorial Staff & Poverty, Class, and Inequality Division members.**

**February Donors purchased 6 graduate student memberships.**

**March Donor purchased 1 graduate student membership.**

**April Donors purchased 1 first time professional, 1 unemployed, and 1 graduate membership.**

**May Donors purchased 3 unemployed memberships.**

**June Donors purchased 3 graduate student and 4 unemployed memberships.**