

**New Member Breakdown
7/1/2023 - 7/14/2023**

Promotion Count	Promotion	Sum of Revenue Paid
3	From a current member	133
4	Other	166
1	Professor or During a class	33
1	Social Problems Journal	33
1	Websearch	33
10		\$398

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.

2023 Student Promo - Sent to Student Members, Directors of Graduate Studies, and selective Department Chairpersons (recorded on promotion schedule), through 3/31

- 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.

2023 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	Total Paid		
1/1/23-1/31/23	10	Graduate Student	\$330		
2/1/23-2/28/23	12	Graduate Student, Undergraduate Student	\$396		
3/1/23-3/31/23	1	Graduate Student	\$33		
5/1/23-5/31/23	4	First Time Professional	\$200		
6/1/23-6/30/23	1	Graduate Student	\$33		
	28		\$992.00		
<i>* SSSP released a new automated online gift membership purchase option on January 24, 2022.</i>					
Gift Membership Type Description: Type of SSSP Membership paid for (Graduate Student, Undergraduate Student, First Time Professional, etc.)					
January Donors purchased 10 graduate student memberships.					
February Donors purchased 9 graduate student memberships and 3 undergraduate student memberships.					
March Donors purchased 1 graduate student membership.					
There were 0 gift memberships purchased in April.					
May Donors purchased 4 first time professional memberships.					
June Donors purchased 1 graduate student membership.					
There were 0 gift memberships purchased from July 1 to July 14.					