

**PEIWG 2021 AGM  
Membership Report**

Prepared by Mo Duffy Cobb

*For Review: Membership Numbers as of August 14, 2019*

Membership Level	# Active	# Lapsed
Adult (\$30)	85	40
Family (\$45)	6	2
Student / Senior (\$15)	60	23
<b>Total (216)</b>	151	65

- *Membership Numbers As of August 10th, 2020*

- 

Membership Level	# Active	# Lapsed
Adult (\$40)	93	46
Family (\$65)	10	5
Student / Senior (\$30)	63	42
Writer-for-Hire (\$65)	12	-
<b>Total</b>	178	93

- 

*For Review: Membership Numbers As of September 13, 2021*

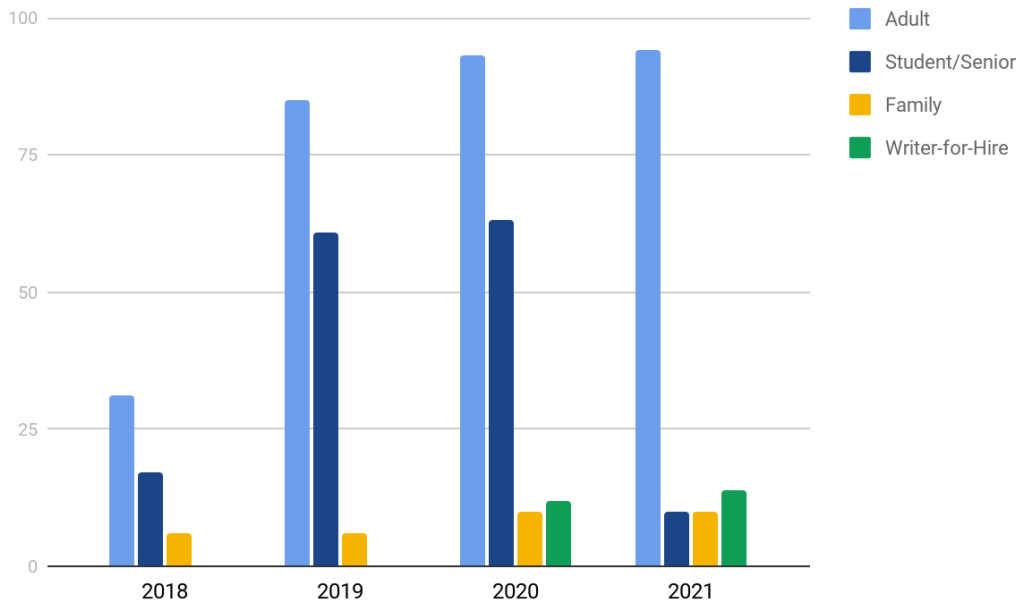
Membership Level	# Active	Lapsed	Revenue
Adult (\$40)	94	43	\$3,760
Family (\$45)	10	6	\$450
Student / Senior (\$30)	55	34	\$2,200
Writer-for-Hire (\$65)	14	3	\$910
<b>Total (259)</b>	173	86	

## Summary

The P.E.I. Writers' Guild is broadening its horizons with wider offers in Membership, thereby increasing our numbers every year. Many of our goals for membership have been to diversify our organization, including professional writers and editors in the new Writer-for-Hire stream. In the past, we have focused on seniors and students by offering reduced pricing for these streams.

The past year has presented several challenges regarding Membership, as our regular points of contact with the community have been at Open Mics, community socials and the Island Literary Awards. While COVID has been a challenging time to grow our organization, we have branched out to new audiences by offering online workshops.

### **Membership History 2018 -2021**



### **Recommendations for Membership Engagement**

- Regular programming for nonfiction and fiction writers continues to be a priority.
- Highlight the Writer-for-Hire membership by offering weekly or monthly “feature” writers or editors, or post an interview with them on our blog
- Host a membership social
- Recruit new members in diverse communities of PEI, by working with the Diversity/Inclusion committee

- Host Facebook Lives or IG Live interviews with Island/Atlantic writers and creators from marginalized communities
- Have instagram / twitter takeovers with Island writers

### **Membership Fees**

In discussions with the Executive Directors of the NB Writers' Federation and the NS Writers' Federation, whose fees are \$60 (NBWF) and \$65 (NSWF), the Board Members of the PEIWG voted to increase membership in 2019 from \$30 to \$40 (Adult). We chose to keep a Student/Senior rate of \$30, a Family Bundle membership of \$65.00, and added the Writer-for-Hire membership for \$65.

In 2020, we continued to expand by offering a Membership Bursary program, where writers from marginalized communities may join for free, removing membership barriers for all. This has worked extremely well for us in Workshop this year, where we have saved two seats per workshop for members of the writing community who apply for the bursary. In 2021, we developed this program even further, with options for members to “sponsor a member” or other programs through our Giving Tuesday event.