

Gentlemen,

Included with this week's membership report is a "one page" recruitment letter put together by National Membership Committee member and former Recruiter of the Year Casey Hanson. This is just one of many tools the committee has, or is in the process of creating to help in recruiting and retention. Filming of a Sons promotional video wrapped up last week in Georgia, with the finished product expected to be ready for download/distribution within the next few weeks. Stay tuned for more information as it becomes available.

Now a look at the numbers. Nationally, we are 24,417 members ahead of last year at this time, with the most significant statistic being our renewal rate increase of almost 4.5% over December 2022.

	December 2022 %	December 2023 %	+/-
Alabama	64.18	65.57	1.39
Arkansas	39.60	54.93	15.33
Florida	58.13	64.70	6.57
Georgia	63.76	64.58	.82
Louisiana	76.26	74.24	2.02
Mississippi	61.08	60.46	.62
North Carolina	58.38	61.91	3.53
Puerto Rico	77.24	60.26	16.98
South Carolina	54.79	67.01	12.22
Tennessee	49.71	61.44	11.73
Texas	48.36	55.99	7.63
Virginia	50.74	56.74	6.00

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