

Membership Report

Membership levels have a direct impact on the institute's level of grant, it is important that we take steps to increase our membership levels and actively engage with these members to fulfil our purpose.

Our aims:

- ✓ Proactive Engagement
- ✓ Make it easy to engage
- ✓ Engage with the unengaged
- ✓ Focus on WIIFM
- ✓ Young professionals

2019 Activity

We continue to send new member packs to our new members if the permission is given for us to contact them by email. The pack is due for a review in May 2020 to reflect any council changes and general updates.

We have also continued sending Post Qualification letters to our members which are individually tailored to recognise each time a member passes a qualification, again only if permission is given for us to contact them by email.

We ended 2020 with 2778 Insurance members and 1054 PFS members. This is an increase of 51 members for Insurance and 93 members for PFS.

Insurance members in more detail:

	2019	2020	Change
Ordinary member	1743	1802	+59
Senior	7	7	No change
Cert	445	463	+18
Dip	111	111	No change
ACII	309	289	-20
FCII	112	106	-6
Totals	2727	2778	+51

PFS members in more detail:

	2019	2020	Change
Affiliated	176	196	+20
Cert	111	108	-3
Dip	504	566	+62
APFS	101	109	+8
FPFS	69	75	+6
Totals	961	1054	+93