

Proposers:

Archie Willett, Paul Rolles, Dan Probert, Charlie Talbot, Ed Scott, Kris Stewart

Congratulations on the success of the new approach to membership – let's keep it up!**Background:**

We are members - young and old(er!), new and longstanding. We don't have a lot in common except love for Wimbledon and pride in being part of the Dons community. And we are all excited to see Wimbledon making great progress on membership and engagement.

For 2024-25 the way membership is packaged and sold has been updated. Membership has been included with our season tickets and the message has been *Join the Dons*.

Join the Dons is a brilliant message – simple and powerful. The early numbers recently published show how effective it has been already. We've brought inside our loyal season ticket holders, meaning over six thousand Dons have their say in the future of our Club. And we've gained another six hundred and eighty-one brand new members, who are not season ticket holders but have been enticed to *Join the Dons*.

Nothing is more important to our future as a member-owned Club than building a growing and engaged membership. Numbers have previously been stagnant, and we have not attracted enough younger members. With the new approach, we have three times as many members under 25 this year. That's a fantastic start.

We are very keen that things don't end here. It's great to see the board talking about driving membership globally. There's a massive audience out there for our wonderful story. And we have the right people in our Club to make that happen.

So let's make sure we keep it up!

We own our own club. Join the Dons.

Motion:

The Dons Trust congratulates the Club staff, board members and Dons Trust volunteers who came up with and worked on the new approach to membership which was launched for the 2024-25 season.

We support this approach of integrating our season tickets and our memberships, bringing clarity to our membership offer. We instruct the board to commit to supporting the scheme for 25/26 and working with the Club on clear plans for growth - locally, nationally and internationally.