

## PSC Membership Report 2020-21

### Membership trends

PSC membership numbers rose by 16.5% to 7,551 in financial year (FY) 2020/21. The last quarter of this FY saw, in response to the situation on the ground in Palestine, a large increase in the numbers of people joining PSC.

May 2021 saw the biggest spike in joiners, with 823 people becoming members – a nearly 1,700% increase on the previous month - as the campaign against ethnic cleansing in Sheikh Jarrah and intensified violence against Palestinians across historic Palestine captured global attention.

In the same financial year, income from membership rose by 22.5%, reflecting the higher than average membership payments newer members make per year than existing, longer term members.



In 2020-21 our strategy for membership growth included:

#### Targeted communications

- **Social media** - With particularly high awareness and engagement via our social media channels during May and June, we called for followers to take action and join the campaign:



- **Email** - May saw a 17% increase in the size of our email list, and a 30% leap in open rates of emails, so we took the opportunity to ask our subscribers to join PSC as a way of building the movement supporting Palestinian rights from the UK.
- We balanced our calls for membership against asks for one-off and monthly donations, to both help raise income in the short and long term as well as widen the appeal of supporting PSC financially. The result is that we now have a cohort of over 2,000 new donors we plan to invite this year to up their support by becoming members of PSC, and participating in our democratic processes.
- To ensure our members could stay up-to-date on the campaigns, and be informed and inspired, our digital members' newsletter continued to bring members important campaign updates, as well as news and voices from Palestine:

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| <p><b>VOICE FROM PALESTINE</b></p> <p><b>SALEM BARAHMEH</b></p> <p><i>Salem Barahmeh is the Executive Director of the Palestine Institute for Public Diplomacy. He is also a Non-Resident Fellow at the US Middle East Project and previously worked as an international affairs advisor to Dr. Hanan Ashrawi at the PLO and the Palestine Investment Fund.</i></p> |  | <p><b>SPOTLIGHT ON: ISRAELI APARTHEID</b></p>  <p>Since its foundation, Israel has developed a system of institutionalised racist discrimination against the Palestinian people. Whether living under occupation, as citizens of the Israeli state, or in exile, Palestinians face a system of rule which collectively oppresses and subjugates them. Last year, Israel's publicly stated aim of annexing at least 30% of the West Bank – following its illegal annexation of East Jerusalem and the Syrian Golan Heights – has further exposed its apartheid reality. PSC has been campaigning against this in a variety of ways.</p> |
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- Our online membership platform continues to both boost membership income - online joiners now pay £59 per year, vs an average of £47 a year for other members - and retention, by enabling easier ongoing payments of members' subs. We'll continue to direct renewing members to this platform.
- We continued testing the targeting (segmentation) of our communications, to refine our messaging and asks to the different audiences who follow and support us. This continues to yield a better response than non-segmented communications, so we will carry on learning from this and improving.

### Branch engagement

PSC saw its most significant growth in branches in 2022 in the aftermath of the May demonstrations with 12 new branches formed, taking our total to an historic high of 74. With greater geographical spread and increased activity across the country, we now have higher numbers of people campaigning locally for Palestine, and more members of the public able to engage with PSC in their local area than ever before.

### Youth & Student membership

The number of Youth & Student (Y&S) members doubled for the second year in a row, bringing the total number of Y&S members at the end of FY 20-21 to 456. Supporting continued growth and helping create activists from youth and student joiners is the expansion of the Youth and Student Committee (YSC) to 18 members, as well as the recruitment of a new full time Youth & Student Campaigns Officer.

### Looking forwards

We are setting a target of 15% growth in membership in 2022, including an increase in the number of affiliations of trade unions at regional and branch level.

We're planning 3 membership drives this financial year, including one focussing on recruiting new youth and student members. Reaching out to our newly recruited subscribers, social media followers and donors, we plan to use ever improving targeted communications to meet our membership target.

The introduction of a new supporter database system planned for later in 2022 will support this aim significantly, by increasing our capacity to analyse patterns of donation and membership growth, and shape ongoing membership recruitment and fundraising drives.

Ilanga Preuss  
Membership & Database Officer