

## **RMS INSTA-POLL**

### **“Why have you chosen not to join RMS?”**

*[August - 16 responding ]*

In case you were wondering why you hadn't been queried for another RMS *Insta-Poll* after the last issue, I decided to poll collectors who were *not* RMS members as to why they had decided not to join the national organization.

I sent out some 90 e-mails and eventually received 16 responses, so that says something important in itself. The resulting conclusion was backed up by the few responses sent in, as noted below.

The bulk of non-RMS collectors, I perceive, are not really focused on the hobby in the same way we are. They're scaling back from collecting, part-time collectors, on the verge of leaving, satisfied with the small local slice of the hobby they have, into their local club for the social activities and connections, and so forth. What RMS can draw from this information is that it's a losing proposition to target this group for membership.

#### **Results:**

- Only collect on a very limited/part-time basis (3)
- No relevance because of it's not local and can't attend conventions (3)
- Dues are too high (3)
- Already belong to enough clubs (2)
- Too old/scaling back (2)
- Reluctance to trade with foreign collectors (1)
- RMS is focused on matchcovers, and I focus on labels/boxes (1)
- changed address/lapsed paperwork/no follow-up (1)