

BrooklineCAN Membership Committee

March 2, 2015

Notes

Attending: Peter Ames, Linda Cheren, Karen Fischer, Virginia LaPlante, Shirley Partoll, Molly Turlish, Sonia Wong

Absent: Ruthann Dobek, Ellen Young

Membership numbers: BrooklineCAN has 327 active/paid members, compared with 334 on February 11. Most of the decline came in the last few days, and the number stood at 335 last week. Now the challenge is to inspire those former members – and others – to renew. The email outreach to members whose renewal dates are August 31, 2014 and earlier has been successful, with more than 20 of those former members rejoining. Letters to former members without email addresses have not led to renewals.

Newsletter distribution: Between 900 and 1000 members and non-members receive the electronic version of the BrooklineCAN newsletter each month. The Membership Committee recommends to the Steering Committee that active/paid members continue to receive the newsletter in electronic and/or printed versions as they do now. For Town officials, Town Meeting Members, and media representatives, sending the electronic version of the newsletter makes sense, but the lists need to be updated; so, unless someone assumes responsibility for updating these lists, they should receive an email telling them that they will no longer receive the newsletter automatically; they can sign up at www.BrooklineCAN.org. For former members, people who request to get the newsletter, and people who sign in at major BrooklineCAN events, they should receive the electronic version of the newsletter for six months. When their newsletters are ending, they should receive an email message inviting them to join BrooklineCAN.

Membership meetings: The May event featuring a speaker representing The Conversation Project and opportunities to begin “the conversation” is on hold pending negotiations to resolve a potential conflict with an event in Brookline featuring Ellen Goodman, the co-founder of “The Conversation Project.” For a future program, Karen has suggested pairing a BrooklineCAN member who has moved to a retirement community with one who is choosing to stay at home.

Upcoming BrooklineCAN events include “Embracing Sexuality as We Age: Keys to Vitality” on Monday, March 23, 6-8 in Hunneman Hall at the main Brookline Public Library. Virginia, Peter, and Molly will attend to staff sign-in sheets. Molly also drew attention to the special showing March 26 of “I’ll Be Me,” a film about Glen Campbell’s experience with Alzheimer’s disease, at the Coolidge Corner Theater; tickets are available to BrooklineCAN members, and the procedure for reserving tickets is listed in the March newsletter. She also asked committee

members to put the May 14 health fair on their calendars. Commitments to attend and staff a BrooklineCAN table will come at our April and May meetings.

Membership committee roles. Once we build the number of committee members, we will create teams to focus on such roles as (1) outreach to new members, (2) asking former members to renew, (3) social gatherings, and (4) participating on Annual Meeting planning committee (for 2015, Karen and Shirley will work on the Annual Meeting, which will be held Thursday, September 17).

Calling Former Members. We reviewed the list of 18 former members whose renewal dates fell in September through December who had been assigned to volunteers on the committee for follow-up. We also reviewed eleven former members whose renewal dates fell in January and February 2015, and volunteers agreed to call them about renewing. The updated list of assignments is enclosed with these notes (please note that some additional phone numbers have been added). We agreed to complete our follow up with them by March 23. Committee members took reply envelopes to mail to former members for their use in rejoining.

Next meeting. Our next meeting is Monday, April 6; watch for room numbers on the daily schedule as you enter the Center.

Submitted by Molly Turlish
3/3/15