

BrooklineCAN Membership Committee

September 10, 2014

Notes

Attending: Peter Ames, Ruthann Dobek, Shirley Partoll, Sonia Wong, Ellen Young, and Molly Turlish.

Absent: Kathy Burnes, Karen Fischer

Membership numbers: BrooklineCAN has 299 active/paid members, up 20 from July. Efforts underway that seem to be contributing to the trend are our calls to former members and asking Committee chairs to follow-up with members of their committees whose memberships have lapsed. Offering three-year Sustaining Memberships has been well received. Also, our strong advocacy for such things as active enforcement of snow removal from sidewalks after storms may be helping make BrooklineCAN better known.

Membership representation at events: Karen and Peter will help staff the BrooklineCAN table at Brookline Day, Sunday, September 14, from 11-3 at Lars Anderson Park.

At the BrooklineCAN Annual Meeting Wednesday, September 17, 5-7 at the Senior Center, Peter will join Molly at the Membership table in room 103. Molly will ask Karen, and Shirley and Ellen will be at the table when they can (they also have responsibilities as members of the planning committee).

Molly will work with Carol Caro to get a poster about BrooklineCAN accomplishments and advocacy (“Did you know that BrooklineCAN . . .”) Molly will also arrange for computers so people can join online and so we can check membership status. Sonia will print out lists of current members and former members for use during the event and will also print out lists of people who have pre-registered. Molly will ask Julie Washburn about having a membership table in the meeting room between 6 & 7 pm.

We discussed having registration of all attendees, perhaps with tables in the reception area. Molly will develop a sign-in sheet format and email Frank Caro about what the committee recommends:

- at least four places to sign in;
- a form asking for name, phone, email, and a request to receive the electronic newsletter;
- training registration greeters to ask for phone numbers and emails by asking “would you be willing to give us a phone number and email?”;
- additional sign-in sheets at the Membership table to catch over-flow when there are crowds arriving;
- including in a follow-up email that arriving by 5:30 makes people eligible for the prize drawing.

Program brainstorming: The program planning that Karen and Molly participated in in June has led to a concept for a presentation on a major topic of interest in the spring with social time and opportunities to sign up for future involvement. Planning will begin shortly for the 2015 program, and the planning group is working on the possibility of involving Ellen Goodman in talking about The Conversation Project.

Reply envelopes: The next time we print envelopes, we will have the printer move up the “form” part of the text, so the last line (email & phone) does not get covered by the glued end of the flap.

Expanding the Membership Committee: Our current committee “job description” is as follows -

This Committee encourages residents to join BrooklineCAN, to take advantage of our programs and services, and to get more involved in its workings. We welcome new committee members who might enjoy staffing a table at community events, helping to plan and host informational meetings for members and prospective members, sending out mailings and/or making follow-up phone calls to new members.

We agreed to review/edit the description at our next meeting and to seek new committee members at the Annual Meeting by having a sign-up sheet at our table. Peter will call each committee chair asking for a member of our committee once Molly provides the names and phone numbers.

Calling Former Members: We reviewed the list of 37 former members whose memberships expired March through August. Some had been called previously, and those who had not returned a Voice Mail and had not responded to email were moved off the list, leaving 32 who either have not yet been called or for whom there are steps yet to take. We know that a majority of people we actually speak with do renew, making these contacts among the most effective ways to retain members. The call list will be circulated to the committee along with a phone script and a membership form that can be emailed to former members.

Because of a lack of time, brainstorming about ways to recruit new members was held to another meeting.

Next meeting, Wednesday, October 8, 3-4:30 pm at the Senior Center
Future dates are 11/12, 12/10, 1/14/15, 2/11, 3/11, 4/8, 5/13, 6/10, 7/8

Submitted by Molly Turlish
9/11/14