

## BrooklineCAN Membership Committee

June 8, 2016

### Notes

Attending: Peter Ames, Karen Fischer, Andrea Meyers, David Trevvett, Melissa Trevvett, Molly Turlish, Sonia Wong, and Ellen Young. Guest: John Seay

**Membership numbers:** Today, we have 370 active members, compared to 384 May 11 and 390 April 13. In June 2015, we had 343 members. The number of former members is currently 244, and we plan a mailing in July to those whose renewal dates are prior to May 1<sup>st</sup> this year. Similar mailings in the past have had good results.

**Membership trends:** Treasurer, webmaster, and database creator John Seay met with the committee to share statistics drawn from the membership database. Among charts he shared are payments by month (number and total dollar value), number of payments per household, sustaining memberships (initiated in 2014), and sponsoring memberships by year. He also shared a list of members that indicates renewal patterns for each household. Analysis of those patterns may reveal ways to encourage more consistent membership donations. Targeted mailings are possible, and flags can be created to identify those who receive specialized approaches; John just needs to know what's needed.

**Staffing registration tables at upcoming events:** Molly thanked Karen and Ellen for staffing the event on driving retirement on May 17; 29 people signed in, including 17 active members and three former members. The team for Thursday, June 16 includes David and Karen (who will arrive at the Senior Center by 5 pm to set up) and Andrea. David will enter the names into an Excel spreadsheet, and Molly will check membership status after she returns June 22<sup>nd</sup>. For the program on Social Security Monday, July 11, Melissa, Karen, and Molly will staff the registration table.

**Welcome calls to new/renewed members:** Many of the households that renewed or joined in April lacked phone numbers; David emailed them. David, Karen, and Andrea completed calls, leaving Voice Mail in most cases. David shared his very positive response to receiving a "thank you" call from another organization and likened the new welcome calls to that one. Ellen will complete her calls this week. We reviewed the May list, and Ellen, Andrea, Molly, David, and Sonia all took assignments.

**Business memberships:** The concept approved at our May meeting was subsequently approved by the Steering Committee. The next step is to develop an insert to go into the membership brochures when presentations are made to business groups.

**Membership Committee updates:** Barbara Simonetti has stepped off the committee because of other time commitments, but has offered to help as needed. Virginia LaPlante is taking time off

and is open to a conversation in the fall about future volunteering. Shirley Partoll hopes to return before long.

**Next meeting:** Wednesday, July 13, 3-4:30 at the Senior Center. The agenda will include brainstorming about getting to 500 members in 2017, membership events for May 2017, and setting a meeting day and topics for discussion for 2016-17. There is no August meeting.

Molly Turlish  
6/11/16