

BrooklineCAN Membership Committee

March 9, 2016

Notes

Attending: Peter Ames, Karen Fischer, David Trevvett, Melissa Trevvett, Molly Turlish, and Ellen Young.

Membership numbers: Today, we have 394 active members, compared to 387 at the time of the February meeting. We also have 216 former members, with renewal dates from 2012 to yesterday. Letters mailed in mid-January to 150 individuals and households with renewal dates in October 2015 and earlier have so far resulted in 20 renewals (13 percent). Nine of those members had renewal dates in 2015, and 11 had renewal dates ranging from 2012-2014.

Membership assistant: A strong candidate for the position was interviewed this week. We are waiting to hear whether the person will accept.

Business memberships: Offering business memberships has been suggested. These memberships would be distinct from memberships in BrooklineCAN's Professional Service Providers Group. We discussed using the label "Business supporter" and starting with a basic membership at \$100 annually, three years for \$275. Some committee members thought that the financial commitment should be higher.

Business supporters would be listed in printed materials distributed at programs (if any) and/or on signs at events. Melissa and David will interview Chobee Hoy about the appropriate dollar amount and recognition (signs, printed programs, decals, etc.). We will continue the discussion at the April meeting.

Sponsoring a shredding day: Eastern Bank has not (yet) agreed to finance a shredding truck, so we have decided to ask other possible sponsors. Ellen will approach Citizens through her contact she is seeing soon. Other possible sponsors include Century Bank, East Boston Savings, Canton Savings, and Brookline Bank. The day could serve members and be an opportunity for non-members to learn about BrooklineCAN and join. David suggested researching the cost of renting a shredding truck and then considering funding it from BrooklineCAN's projects fund.

Elevator speech: We looked at brief statements about BrooklineCAN, most of them designed for printed materials. David, Melissa, and Karen will review them and present a draft designed for speaking at the April meeting.

Welcome calls: We reviewed a phone script for new members and newly renewed members. Once edited, the scripts are ready to use (and revise after we try them). Molly will work on getting the information about who joins each month from the database. Then, we will make assignments and get started. The revised drafts are included with these notes.

Next meeting: Wednesday, April 13, 3-4:30 at the Senior Center. Topics – in addition to matters above that are being continued to the next meeting – will include (1) “what is membership for?” and thus who do we count, and (2) spring membership event(s).

Molly Turlish

3/13/16