

BrooklineCAN Membership Committee

November 2, 2015

Notes

Attending: Peter Ames, Linda Cheren, Ruthann Dobek, Karen Fischer, Andrea Meyers, David Trevvett, Melissa Trevvett, Molly Turlish, Ellen Young. Guests: Carol Caro and Matt Weiss.

Membership numbers: BrooklineCAN has 392 active members, compared with 400 October 14.

Guides to residential buildings with elevators: the BrooklineCAN website (www.BrooklineCAN.org) includes two guides: one for rental apartments and one for condos. With support from JF&CS and ReServe, the guides have been expanded during the past year to include smaller buildings. Carol worked with webmaster John Seay to put the guides online. She demonstrated how to find the guides on the website and how to use the search function. The Communications Committee (which Carol chairs) plans to publish a guide and hopes to have corporate sponsorship to finance it. Committee members are encouraged to investigate the online guides and try the search function, which requires using the exact syntax used in the entries. By becoming familiar with the information included and how to access it, we will be able to speak accurately with prospective members about what they might learn by joining (access to both guides is limited to members of BrooklineCAN).

Hiring a Membership Assistant: After receiving an inventory of tasks and projects related to Membership, BrooklineCAN created a position for a part-time Membership Assistant. Ruthann has received a number of inquiries and hopes to conduct 4-5 interviews by November 18.

What is membership for? When we say that “BrooklineCAN is a membership organization,” what do we mean and who do we count? Does the number of members matter primarily because memberships generate revenue to finance basic functions and special projects or because higher numbers mean more clout in working with the Town on livability issues? Is membership important for other reasons? Matt Weiss, a member of the BrooklineCAN Steering Committee, joined the Committee for this discussion. He shared the example of his synagogue which moved from membership that required financial contribution to a situation where membership required completing a form requesting membership without a required annual donation. When required donations disappeared, financial contributions increased. Committee members expressed interest in the question of who should be counted when we count members: only those who have made a membership donation within 12 months, all current paid members AND all former members who have not (yet) renewed, some other number? The committee will discuss this question at future meetings and (perhaps) forward a recommendation to the Steering Committee.

Membership role at October 19 education program: The newly crafted opening and closing remarks were used effectively, and the system of signing in participants went smoothly. The

three primary sources of information that had encouraged people to attend were “Senior News & Events,” the BrooklineCAN newsletter, and the *Tab*. The next scheduled program is Monday, April 11 on “Selling the Fountain of Youth” with Arlene Weintraub. Melissa and Molly will call people who signed in at the October 19 event to solicit feedback and encourage them to join.

Welcome calls to new and newly renewed members: Karen will draft a phone script that could be used for thank you and welcome calls. We will look at it during the December meeting.

Next meeting. Our next meeting is the second Wednesday of December (12/9), 3-4:30 at the Senior Center. Two members of the Livable Community Advocacy Committee (LCAC) will join us to talk about the pedestrian safety project involving seniors living in public housing.

Submitted by Molly Turlish
11/12/15