

BrooklineCAN Membership Committee

September 12, 2016

Notes

Attending: Peter Ames, Ellen Bick, Linda Cheren, Karen Fischer, Judith Kidd, Andrea Meyers, David Trevvett, Molly Turlish, and Ellen Young

Membership numbers: Today, we have 341 active members, compared to 349 in July and 381 in September 2015. Numbers are not trending toward 500, our goal for the year

Staffing upcoming events: Judith, Melissa, David, Molly, and Karen will staff membership tables on the first and third floors during the Annual Meeting on Thursday (9/15, 5-7); most will arrive by 4:30 to set up and talk about goals for the evening. No one is available for Brookline Day Sunday (9/18).

In October and November, two events sponsored by the Education Committee need staffing: (1) a reception 10/19, 5-6 at the Senior Center preceding the special showing of “Reel in the Closet” at the Coolidge Corner Theater (both volunteers from the meeting have conflicts; volunteers will be sought by email); and (2) an event on retirement 11/9, 6-8 pm at Goddard House (Ellen Bick and Molly). Catching people at the end of events is particularly important, when they are inspired by the helpful or thought-provoking content of the event.

Getting to 500 members: After brainstorming, the committee decided to institute an “Annual Membership Drive” in January 2017. Cards suitable for mailing and promoting membership will be printed with space for personal notes. The Committee will invite members of the Steering Committee to join us for a “signing session” so that each card has a hand-written invitation to renew or join. The cards will be sent to former members and people who have attended past BrooklineCAN events. Molly and David will draft text for the card for the November 14 meeting, and Molly will confirm the budget. Ellen Bick will find out whether BrooklineCAN has a way to use a non-profit mailing permit and will check acceptable sizes for cards so that additional postage is not required.

Membership event, May 2017. Among the ideas tossed around is that we should plan a healthy aging “variety show.” The event should be fun and leave attendees with “hot tips.” The educational “stations” might include humor writing, fun exercise, etc., etc. The event should include good food that is easy to eat while standing, wine tasting, etc. The program committee is Judith, Ellen Bick, David, Melissa, and Karen. Molly will determine the budget

Welcome calls to new/renewed members: We decided to focus the welcome / thank you calls on people with one or two payments (probably new members or first-time renewals, because such calls might have more impact than calls to people who have renewed three, four, or more times). David, Ellen Bick, Ellen Young, Melissa, and Andrea agreed to make calls.

Next meeting: Monday, November 14, 3-4:30 at the Senior Center. The agenda will include plans for the Annual Membership Drive and the May 2017 event.

Molly Turlish
9/19/16