

BrooklineCAN Membership Committee

October 8, 2014

Notes

Attending: Peter Ames, Linda Cheren, Ruthann Dobek, Virginia LaPlante, Sonia Wong, and Molly Turlish.

Absent: Kathy Burnes, Karen Fischer, Shirley Partoll, and Ellen Young

Membership numbers: BrooklineCAN has 304 active/paid members, up five from September – continuing a modest upward trend. In addition to our calls to former members, which seem to be making a difference, we have been calling people who attended the Annual Meeting / Reception to invite them to join. At that event or immediately after, 11 new memberships and renewals were completed, several of them “Sustaining” / three-year memberships. All members of our committee took an active role in the annual event. The sign-in system that we had brainstormed about at our September meeting seemed to be effective in capturing as many sign-ins as possible.

Membership representation at events. Karen and Peter helped staff the BrooklineCAN table at Brookline Day, Sunday, September 14; Peter reports that being represented is a good idea even though it is hard to see a direct impact on membership. Molly commented that the one new member who joined at Brookline Day 2013 has now become a household member (up from an individual membership originally). Peter plans to attend the October 15 event with Dr. James Greenblatt, and Ruthann reported that attendees will be surveyed to learn how they heard about the event.

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.

Expanding the Membership Committee. Two new members of the Committee attended this meeting (Linda Cheren and Virginia LaPlante – welcome!). We would benefit from adding 2-3 more members, and Molly asked everyone to keep eyes open as they participate in other community activities to identify people to ask to join us. An updated committee list was distributed.

Calling Former Members. We reviewed the list of 25 former members whose memberships expired March through August, and took assignments for people whose memberships expired in September. Updates were recorded on the attached spreadsheet. We know that a majority of

people we actually speak with do renew, making these contacts among the most effective ways to retain members. We agreed to complete our contacts by 10/31.

Brainstorming about ways to recruit new members. Ideas suggested included:

- Gift memberships: promote in the December newsletter
- Ask the new librarian to put the display on the main floor of the Main Library
- Display at the Coolidge Corner Library
- Ask the Steering Committee whether to approach town officials & employees (especially the departments involved in the Age-Friendly Initiative)
- Letters to new voters in Brookline (once the registration surge for the November elections is complete)
- Produce a special handout for TMMs to pick up as they enter the meeting (addressed to them – Do you know about BrooklineCAN, how being a member can be useful to you [on your political card, etc.]) Molly will send the previous email to Virginia and Linda; they will work up a handout focused on why it is pertinent for a TMM to be a member of BrooklineCAN
- Schedule coverage for the November meeting of Town Meeting at the November committee meeting.

We will consider the brainstorming ideas at our November meeting and conduct further brainstorming.

Meeting notes. Molly is seeking volunteers to assume responsibility for note taking for our meetings. Email her if you are willing. Without volunteers, she will begin inviting committee members to take on the notes.

Next meeting, Our regular meetings will move to the first Monday of each month, 3-4:30 pm at the Senior Center. The next meeting is Monday, November 3, and following meetings will be 12/1, 1/4/2015, 2/2, 3/2, 4/6, 5/4, 6/1, and 7/6. Watch for Room numbers on the daily schedule as you enter the Center.

Submitted by Molly Turlish
10/9/14