

BrooklineCAN Membership Committee

February 12, 2014

Notes

Attending: Peter Ames, Doris Feldman, Ellen Young, and Molly Turlish.

Absent: Kathy Burnes, Ruthann Dobek, Karen Fischer, Bea Mikulecky, Shirley Partoll, Sonia Wong

Membership numbers: As of the meeting date, BrooklineCAN had 268 paid members. This number 32 higher than in January, indicating that renewals are picking up.

February newsletter: The February newsletter has more articles than usual about BrooklineCAN. Extra copies have been printed and are being distributed to libraries, banks, etc.

“Elevator speech”: Two recently published statements were combined into a draft that will be reviewed at the March meeting.

Brookline Community Aging Network – BrooklineCAN – is an all-volunteer organizations that

- Enables older residents to remain independent and fully engaged in the life of the community,
- Advocates with town agencies on behalf of Brookline’s older residents.

Join us!

Outreach to Town Meeting Members: A draft email was reviewed. It will be sent to Frank & Carol Caro for editing before it goes out.

Renewals: Special letters to charter members who are no longer active/paid members will be drafted, along with a letter to former members who joined in the second year. We will seek volunteers to call for follow-up. Priscilla Smith has agreed to take care of email outreach to members whose renewal is due. The system needs to be set up.

Multi-year memberships: We continued discussing offering multi-year memberships. The concept will be considered at least once more before presenting it to the Steering Committee. Possibility: offer a three-year membership at each level (individual through Platinum), call the category “Sustaining Members,” offer a three-year membership to individuals for \$65 and \$110 for households. Payments for three-year memberships at the Bronze, Silver, Gold, and Platinum levels will be discussed at the March meeting.

Next meeting, Wednesday, March 12:

- Time: 3-4:30 at the Senior Center

- Agenda items: looking again at the “elevator speech,” multi-year memberships; new topic: monthly membership meetings

Submitted by
Molly Turlish
2/24/14