

## BrooklineCAN Membership Committee

January 8, 2014

### Notes

Attending: Ruthann Dobek, Jean Doherty, Doris Feldman, Shirley Partoll, Sonia Wong, and Molly Turlish.

Absent: Peter Ames, Kathy Burnes, Karen Fischer, Betty Joel, Bea Mikulecky, Ellen Young, Marilyn Zachmann

**Membership numbers:** As of the meeting date, BrooklineCAN had 236 paid members. This number is significantly lower than in December because the implementation of the new data base has made it possible for us to clean up renewal dates, and a number of members who had renewed a month or more late in past years are no longer considered “current.” Those members will receive a renewal letter, and we expect most of them to renew. It may take a few months for the numbers to rebuild, but the data base is making it possible for our membership records to be accurate and up to date.

**Feedback on the January newsletter:** The newsletter editors have committed to including articles about BrooklineCAN and an invitation to join in every issue. Discussion of the January issue was generally very positive, and the Membership Committee recommends placing the BrooklineCAN-related articles first in the newsletter, before other items that might be headed “Happenings in Brookline” or something similar.

### **Renewal process:**

- The renewal letter was reviewed and edited (attached).
- Communications schedule – we will implement it ASAP and reassess in 4-6 months:
  - Mid-month before renewal date: email about renewing [Example: 11/13/2013 for a 12/15/2013 renewal date]; message: renew now online (link), letter with reply envelope coming in a couple of weeks if we don’t hear from you first
  - If not renewed, letter and reply envelope (no brochure) the first of month of renewal date [In the example, 12/1/2013]
  - If not renewed by the first of the second month after the renewal date: email about renewing [in the example, 2/1/2014]; message: we miss having you as a member, with your membership we will be able to \_\_\_\_\_, and renew online link
  - If not renewed by the first of the third month after the renewal date: call from a member of the Membership Committee [in the example, 3/1/2014]
  - If not renewed by a six months following renewal date: letter with hook (annual meeting, end of calendar year, end of fiscal year, etc.)

- Setting renewal dates:
  - For new members, renewal date is 12 months following initial payment
  - If renewal payment arrives before renewal date, renewal date is extended 12 months [Example: check arrives November 20 for membership with renewal date of 12/15/2013, and renewal date is updated to 12/15/2014]
  - If renewal payment arrives within six months following renewal date, renewal date is extended 12 months [Example: renewal date is 12/15/2013 and payment arrives on or before 6/15/2014, the renewal date is set to 12/15/2014]
  - If renewal payment arrives more than six months following renewal date, the member is considered to be “re-joining” and a renewal date is set 12 months later [Example: renewal date is 12/15/2013 and payment arrives 9/10/2014, the renewal date is set to 9/10/2015]

**Recent initiatives:**

- At least one new household has joined BrooklineCAN because of the December 6 letter to almost newly registered voters over age 55.
- At least one new household joined BrooklineCAN after picking up a brochure from the display at the Coolidge Corner library. The display will be moved to the Main Library soon.
- Calls to lapsed members: most people called expressed interest in rejoining BrooklineCAN; many did not remember receiving a renewal notice.
- A reply envelope with a large square flap will be printed; new and renewing members will be able to write anything needed for membership on the inside of the flap and/or the body of the envelope. A large logo and text will help obscure the personal contact information printed in the envelope. A separate renewal form will not be needed.

**Multi-year memberships:** We began discussion of offering multi-year memberships, and 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” or a synonym of “sustaining,” 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 were not discussed. We will take up the topic again at the February meeting.

**Next meeting, Wednesday, February 12:**

- Time: 3-4:30 at the Senior Center
- Agenda items: Brainstorming regarding an “elevator speech,” multi-year memberships, re-starting calls to lapsed members