

## BrooklineCAN Membership Committee

June 11, 2014

### Notes

Attending: Peter Ames, Ruthann Dobek, Sonia Wong, Ellen Young, and Molly Turlish.

Absent: Kathy Burnes, Karen Fischer, Shirley Partoll, Bea Mikulecky,

**Membership numbers:** BrooklineCAN has 274 paid members, up five from May and one less than April.

**Membership representation at events:** Molly & Shirley handed out brochures and talked up membership before the first night of Town Meeting. Town Meeting Members responded positively. Molly plans to do the same at the Complete Streets Forum Thursday evening at Hunneman Hall of the Main Library.

Since several Town Meeting Members asked whether they need to do anything if they join, the committee thought that the next time we email a membership appeal to them we should emphasize that “members count” whether they are active or not / membership makes us stronger.

**New Brochures** had just been delivered, and copies were distributed to members. The appearance is similar to the most recent version except that some text is in a different location so the versions are easy to tell apart. The text – especially in the first panels – has been shortened and recast to include our elevator speech on the first panel inside. The now-past discount program has been eliminated from the list of benefits. Two new photos have been included. Other changes are relatively minor.

**“Elevator speech”:** We now have Frank’s “elevator speech for the Liveable Communities Advocacy Committee to incorporate with the version the committee developed as desired:

BrooklineCAN focuses on Brookline as a great place for older people to live. We call attention to Brookline’s outstanding features. We advocate to make Brookline an even better place to live for seniors and everyone else.

*Brookline Community Aging Network – BrooklineCAN – is an exciting all-volunteer organization. We provide important information for older residents that helps them remain engaged in the life of the community. We work with town agencies on behalf of Brookline’s seniors.*

**Membership types:** The committee approved the following for the coming year –

- Annual Memberships: \$25 Individual, \$40 Household
- Sustaining Memberships (three years): \$65 Individual, \$110 Household

- Sponsoring Memberships (one year): \$100 Bronze, \$250 Silver, \$500 Gold, and \$1000 Platinum

There continues to be interest in finding labels for the Sponsoring Memberships that are better suited to BrooklineCAN, but no workable ideas have come forward yet. The virtue of the current labels is that they are clear and easily understood.

**Annual Meeting:** Ruthann reported on the plans for the Annual Meeting, which will honor Brookline as a WHO Age-Friendly City. Town Departments will be invited to highlight their role in the initiative. An annual report will be developed (Kathy Burnes is taking the lead) to review the work of BrooklineCAN. Molly will work on a list of Sponsoring Members, and Sonia will check about donations in honor of someone. We hope to have lists of both in the report.

**Calling Former Members (Lapsees):** A list of 40 former members whose memberships expired December through April was reviewed, and members volunteered to call them. We will complete these calls by June 30 using the phone script that will be distributed with the final list. The list of assignments is attached along with the script and a renewal form that can be emailed to those wanting to pay by check.

**Next meeting, Wednesday, July 9, 3-4:30 pm at the Senior Center**

Submitted by  
Molly Turlish  
6/13/14