

## BrooklineCAN Membership Committee

### Notes of February 13, 2017 Meeting

The regular meeting was cancelled because of a predicted blizzard. Notes were exchanged by email, as follows:

#### 2017 Annual Membership Drive

291 mailers were sent to 210 former members and 81 prospects. About 15 of those were returned because of incorrect addresses, including three with valid addresses in Brookline; those three former members were sent new mailers with notes on 2/13/17, and results will be tracked. Of the remaining 276 mailers, we know that a number of them arrived at the recipient's mailboxes without the reply envelopes - of the three test mailings we did, one arrived without a reply envelope, one had several of the closures opened in processing but the envelope was still in place, and the third was closed in a different manner and arrived with all four closures intact and the envelope inside.

Of the 276 mailers that reached their destination, we have 18 renewals (23 individuals) and three new members (four individuals), a 7.6% success rate. Anything above 5% should be considered outstanding. Our dreamed-of result was 10% success, and considering the lost envelopes caused by failure of the closers (clear sticky circles), we appear to have seen nearly 10% return from those who actually received the mailer with reply envelope enclosed.

As a result of the membership drive, BrooklineCAN has its first recurring member (signed up for automatic payments each year through PayPal).

Of the former members who renewed, one became a sustaining (3-year) member. Five of the 18 renewals came from former members whose memberships had lapsed for three years or longer, four for 2-3 years, and nine for one year or less. Of the three new members - all from people who had attended our events - two came from attendees at the forum on senior housing in 2013 (they may have attended other events), and one from an event on "Falling Short in Retirement" last November.

The approach - a printed large post-card type mailer with personal notes and an enclosed reply envelope - proved effective. The next time we are all together, we can discuss improvements for a second year. As of today, we have 370 Active members (up from 337 Jan. 9) and 245 former members.

#### May 18 Membership Event – report of February 3 meeting

We reviewed the detailed report prepared by David: The Overview gave the times for set-up and tentative program breakdown. The event is to run from 5:30 – 7:30. **ACTION: David** will add BCAN logo into the video loop.

Then we went through the outline of the program. Jude confirmed that Steve Shain and Stacy Greenspan are prepared to speak and to answer a few questions.

We tried to confirm the goals and intended audience. We plan to focus on current and lapsed members and to work to get those who come to bring a friend who is not yet a member.

Melissa expressed concerns about the segue between the talks by Steve and Stacy and moving onto the next section. **ACTION: Jude** to write draft ideas for Melissa.

We are assuming that we will have square tables, with seats for six, using three sides. **ACTION: David** to confirm. We have agreed that the tables will be decorated and on each table there will be greeting cards, and cards with conversation starters. There should be a BCAN party planner at each table.

**ACTION: Melissa and Karen** will collaborate on finalizing the questions for the tables. These will then need to be printed.

#### **ACTIONS: Food and refreshments**

Jude will check into getting a temporary alcohol license and costs involved.

Ellen will choose table decorations and prepare a budget.

David will check on paper supplies from Senior Center (cups, napkins, plates, plastic ware if needed)

Ellen will develop the menu, using data from the 2015 event, supplied by David.

Ellen will look into food donations. (N.B. She will need to have a copy of the Senior Center's tax exemption letter.) **Ellen can call on others to help on food donations.**

There will be an exit table with membership brochures, Ellen cookie bags, folded newsletters and BCAN pens and bookmarks.

#### **ACTIONS: Publicity**

**Melissa** will check into the cost and the logistics that may be associated with using EVITE.

**Jude** will coordinate with Senior Center staff and newsletter publishers to be sure that a save the date is submitted before March 15 for inclusion in the Senior Center News and Views. Also, to arrange before April 15 to place an article about the event in the SC news. She will also remind Carol Caro to keep "saving the date" in the BCAN news and for an article in the April BCAN newsletter.

**NEXT MEETING: Friday, February 24, at 10 a.m. at Panera.**

Welcome Calls to New and Newly Renewed members: Melissa Trevvett, Ellen Bick, and Karen Fischer agreed to call new members and newly renewed members by the end of February. Molly will email new members for whom we do not have a telephone number and to respond to questions that came in with new memberships.