

BrooklineCAN Membership Committee

December 1, 2014

Notes

Attending: Peter Ames, Ruthann Dobek, Shirley Partoll, Molly Turlish, and Ellen Young

Absent: Linda Cheren, Karen Fischer, Virginia LaPlante, and Sonia Wong

Committee Updates: Kathy Burnes has found it impossible to attend Committee meetings and has submitted her resignation. She offered to take on a special project if something comes up that seems a good fit for her availability and expertise. Molly has thanked her for serving. Also, Marga Dieter has decided that now is not a good time for her to join the committee. Molly is still looking for someone to take responsibility for the meeting notes.

Membership numbers: BrooklineCAN has 311 active/paid members, up two from November. Because memberships first became available in November 2010, November and December are big anniversary months, with a lot of memberships expiring. Holding even in these months is excellent and modest growth something to celebrate.

Membership representation at events. Committee members have been calling people who signed in at the October 15 program on brain health and nutritional supplements. We have received a little feedback and one person indicating interest in joining. Molly and Karen attended the first night of the special Town Meeting November 18 to distribute the new flyers designed by Linda and invite Town Meeting Members to join BrooklineCAN. Response was generally positive and TMMs seemed impressed with the quality of the handout. We will have sign-in sheets at the December 3 forum for seniors on override proposals (3-4:30 at the Senior Center). The Committee will follow up with an email about membership to everyone who signs in.

Spring Membership Program. Molly said that the “first annual” spring membership meeting (the series has not yet been named) will be held in April or early May. We are inviting Ellen Goodman to speak for about 15 minutes about her work with the Conservation Project. Then participants will have a chance to practice starting conversations with family members and loved ones – whoever might be asked to make decisions if we are not able to decide ourselves. We will give each participant a copy of “Your Conversation Starter Kit” – which is available at <http://theconversationproject.org/starter-kit/intro/>. While participants are seated at round tables talking, listening, and practicing, dessert and coffee will be available. We will set a date depending on Ellen’s availability.

Expanding the Membership Committee. We currently have nine committee members, including Ruthann and Sonia, who have multiple responsibilities related to BrooklineCAN and the Senior Center. We could use five or more additional members, preferably people able to

volunteer at least ten hours per month. Each committee member was asked to think about who to invite to join us, and at the January meeting, we will review a list of BrooklineCAN members who live at 1550 Beacon and 100 Centre Streets (Center Communities of Brookline) and those who joined through the Coolidge Corner library display, the new voter letter, etc., in hopes of finding candidates.

Calling Former Members. We reviewed the list of 29 former members whose memberships expired March through September and who had been assigned to volunteers on the committee for follow-up. Five of them were removed from the list because our efforts have led to dead-ends. Thirteen of these former members are assigned to volunteers who were not at the meeting when the list was reviewed. Molly will follow-up with them. Fourteen former members whose memberships expired in October and November were reviewed and committee members volunteered to call them by December 12. Calling this week is preferred because of holiday schedules.

Following-up on ideas brainstormed previously to recruit new members.

- Gift memberships: The opportunity to give BrooklineCAN memberships to friends and associates is posted on the website (www.BrooklineCAN.org) and has been featured in the December newsletter. Peter asked for a printed version of the gift membership form, and Molly gave him the sample she had brought to the meeting. Gift memberships require a paper form that is mailed to BrooklineCAN in care of the Senior Center.
- Karen arranged for the display to be installed at the Coolidge Corner library until the end of the year. It was installed November 17. Brochures in the display are coded “CC” at the bottom of the membership form in each brochure, and they have been disappearing rapidly.
- Shirley (and Virginia, after Shirley asks her) volunteered to edit the letter to new voters that was mailed in early December 2013. We will mail to newly registered voters over age 60 in January.

We will conduct further brainstorming at future meetings.

Brochures. The supply of brochures is adequate to carry us to spring. Molly will ask for an editing team to begin the process of revising and reimagining the brochure at the January meeting.

Next meeting. Our next meeting is Monday, January 4; watch for room numbers on the daily schedule as you enter the Center. The agenda will include brainstorming about local “stars” that might draw positive attention to BrooklineCAN if they spoke at an event we sponsored. Examples might include Anita Diamant and Susan Quinn Jacobs.

Submitted by Molly Turlish
12/2/14