

BrooklineCAN Membership Committee

June 24, 2015

Notes

Attending: Peter Ames, Ellen Bick, Linda Cheren, Karen Fischer, Shirley Partoll, Gayle Rich, David Trevvett, Melissa Trevvett, Molly Turlish, Sonia Wong, Ellen Young

Membership Committee: Molly welcomed members of the event team who have joined the committee and new member Ellen Bick.

Membership numbers: BrooklineCAN has 344 active/paid members, compared with 333 on May 13 and 322 April 6. The Membership event May 19, calling former members, and emails to members whose renewal date is coming the following month seem to be effective in increasing our numbers. Our goal for 2015 is 400 members. There are about 250 former members, who remain a strong prospect pool for membership.

Review of 2014-15 initiatives:

- Membership Event 5/19 (“The Conversation Project”) – see also the list from the planning team debrief

<u>Strengths</u>	<u>To improve</u>
Broad audience	Increase socializing (before?)
Lively	More publicity
Interactive	
Presenter: low key, knowledgeable	
Topic of concern	
Tables helped create a nice mix	
- Tables at public events (Brookline Day, Town Meeting, Senior Center Health Fair, etc.)

<u>Strengths</u>	<u>To improve</u>
Gets our name out / visibility	Have something to give away (food, prizes, etc.)
	Everyone have an “elevator speech”
	Put brochures at more locations (Libraries, Town Hall, etc.)
- Phone calls/emails to former members and to people who attend B-CAN events

<u>Strengths</u>	<u>To improve</u>
Work very well when people know each other	Perhaps group by Precinct (“your neighbor”)
Can be effective even with “strangers”	Involve the Education Committee in reaching out to people who attend education programs
- Display at Coolidge Corner Library

<u>Strengths</u>	<u>To improve</u>
Visibility	Plan it for October/November/December (Karen)
Leads to some new members	Challenge of keeping table clear for BrooklineCAN materials

Do we need a new display?

- Emails to people with renewal dates coming up

Strengths

Some people renew online right away

To improve

Need to track for a year to gauge impact

Plans for 2015-16:

- Membership event in May (to be chaired by Judith Kidd). Need topic and specifics
- Annual Meeting: September 17, 5-7 at the Senior Center. Transportation options for seniors who do not drive is the theme, and former Governor Michael Dukakis will accept an award. We will have a Membership table during the “expo” portion of the program, and we typically enroll a number of new members.
- Education events: dates and topics not yet known. We will be seeking someone to attend each one. We will also seek attendance at programs sponsored by other committees, if any.
- Calls and emails to former members: we will limit our outreach to those with renewal dates during the previous two months. (see enclosed list for the calls to make now). Steering Committee members will email former members whose renewal dates are further back than two months.
- Calls / emails to people who attend events: assign to someone who attends the event, if possible, as time is available.
- Calling new members of BrooklineCAN to invite them to join committees (“to work with others to make Brookline an even better place to live”): this wished-for initiative awaits someone taking on leadership and figuring out a workable system for getting it done.
- Idea: developing a Point-of-Sale system or setting up one or more laptops that people can use to join at events using credit cards.

Next meeting. We will meet the second Wednesday of each month starting September 9, 3-4:30 at the Senior Center. Each meeting will include a presentation on a BrooklineCAN project and/or brainstorming about how to better integrate membership into the rest of BrooklineCAN. September 9, we will look at our “elevator speech” and have a representative of the Education Committee talk with us about their plans for the year and about how Membership and Education can work together effectively.

NOTE: In November, we need to find an alternative to meeting 11/11 since the Senior Center is closed in recognition of Veterans Day.

Submitted by Molly Turlish

7/6/15