

Membership Committee Meeting – Monday, January 18 at noon
In attendance: Katie Militello – Chair, Brandi Nichols, and Ashle Baker-Childress
Absent: Jo Henry

Agenda

- 1) Review Membership reports
Katie Militello reviewed the Membership attendance report and confirmed that all Committee members could access the database. In addition, she reviewed the Membership Report shared at the Board Meetings
- 2) Discuss Ashle's list of Membership ideas (13)
The Committee noted that item 2 – reach out to former members, item 6 – conduct exit interviews with members not renewing, item 12 – reach out to lapsed members is being addressed as well as calling new members. The below surveys were developed to collect the data. Various Board members have volunteered to do the initial follow up from the December 2020 Membership report.

Membership ideas

1. Host a “bring a friend” meeting.
2. Reach out to former members.
3. Encourage members to share our newsletter.
4. Ask other members for recruitment ideas.
5. Offer club business cards to your members.
6. Conduct exit interviews with departing members- When you know why people are leaving, you can start figuring out ways to keep them
7. Create perks for club members who recruit new members
8. Film member stories and testimonials
9. Invite guests to meetings-Let prospective members see what they're getting into by inviting them to your meetings.
10. Host a charitable event like a run or walk
11. Hold diverse events to appeal to a variety of age groups
12. Send a win-back email to lapsed members-

This can also include a discount or other incentive to rejoin. You can also ask them for feedback regarding the reasons they left, which can help reduce your churn overall.

13. Reach out to universities and colleges in our area

- 3) Update from Brandi and Ashle on contacting schools for prelicensed membership
Brandi created letter templates to communicate and reach out to various schools. Brandi and Ashle will continue to pursue this work prior to the next meeting.
- 4) Next Meeting scheduled in two weeks for Monday, February 1 at noon.

New Member Survey

https://docs.google.com/forms/d/1G_EFfcFp2JRVkLh4jtDIP5IHaP-1vAQS5--nHrRztlk
/edit

Renewal Member Survey

<https://docs.google.com/forms/d/1lwJ0LRUAE67KaRkWAGSLiHjjDXBgJIVxpl3idYQAc3Q>
/edit

Lapsed Member Survey

<https://docs.google.com/forms/d/1BHCJzGQlihy46r5PyXthky3-USxadKpUwaHDOh6eE>
/edit