

Minutes of the 2:30pm August 4thth 2016 Meeting of the Membership Development Committee

Attending: ???

By July 27 Alan, Donna, and Walt had mailed out 150 handwritten notes to lapsed members (and perhaps Elise another 50?) By this date, we have received 24 renewals. Another surge of renewals has been coming in so **we will have a more complete report by the next Board meeting.**

Helen, Tom, and Donna attended the Charlestown Farmers Market on July 22 where we shared information regarding WPWA. We shared Membership material and took emails from 18 people who were particularly interested in the recreational opportunities we provide. Based on all that we provide, an elevator speech is being developed.

Other outreach suggestions:

- Chambers of Commerce
- South County Tourism
- Fishing outfitters
- Schools

New Member Campaign

- Christmas Gift Campaign (need to address the membership period)

- Discussed an envelope for renewals to make it easier

- Each Board member bring in 5 new members (May, 2017)

- High Profile memberships

- Example: The Preserve. (We need a sales campaign that focuses on something they do not provide their \$200,000 members such as kayaking and fishing on a "wild and scenic river" that is only a short distance away.)