

Joint Fund Development / Membership Development Committee Meeting

30 April, 2015

Present: Alan Desbonnet, Jen MacKenzie, Helen Drew, Chris Fox, Elise Torello

SUMMARY MINUTES

1. Membership Tri-fold Brochure

- a. Intent of the brochure is to attract new members. Must clearly state Who WPWA is and what it does. Must clearly show benefits of being a member. Must provide an easy way to join – immediately!
- b. Considerable discussion about what to include with the focus on the benefits of membership.
 - i. Access to facilities
 - ii. Rent campus for functions
 - iii. Access (for fee) to kayaks/canoes
 1. One free use with membership purchase [not renewal]
 2. \$20 for 1st boat, \$10 per additional *[proposed fee structure]*
 - iv. Discounts on programs
 - v. Other benefits?
 1. Offer a “member appreciation day”? *[post meeting thought-AD]*
- c. Alan will modify the existing tri-fold to show member benefits and send around for review and comment.

ADDED AS NEW AGENDA ITEM

2. Discussion of “marketing campaign” to build visibility, profitability, and membership around Access to Kayaks/Canoes for WPWA Members

- a. Agreed there is a marketing opportunity by promoting access to and use of WPWA kayaks and canoes.
 - i. BENEFITS—increase member numbers, develop a cash flow through new memberships and vessel use fees.
 - ii. CHALLENGES—successful marketing could result in high demand of staff time.
 1. Possible Solutions:
 - a. Adjust staff schedules for weekend coverage
 - b. Engage board members for weekends
 - c. Hire seasonal staff to cover
- b. Need a clear “fee structure” for vessel use. Elise will draft.
- c. Need to create a flyer advertising vessel for use fee structure, rules & limitations, opportunities, etc. Elise will draft.
- d. Promotional materials need to be distributed to business chambers, camp grounds libraries, etc. by early June
- e. AGREED THAT BOARD BUY IN and commitment of board members to help if campaign proves successful. AGREED that a special board meeting should be called to discuss this before going to full-court-press. Alan will schedule.

3. Strategy to Target Business for Water Quality Support

- a. Agreed that not all businesses will be interested in water quality. Better initial approach might be to develop a strategy to increase business memberships, with a focus on water quality if and where it may be value added to the business being approached.
- b. Need to develop some general benefits to offer to businesses as enticement to buying a membership at a “corporate rate.”
 - i. Need to develop a corporate rate structure with benefits accruing based on level of giving. Alan will pull together a first draft for thought and further work.
- c. Need a mechanism in Bloomerang to code businesses as such so they can be searchable in the database; this is not currently possible given coding used.
- d. Agreed that Business After Hours and Young Professionals meetings, both run through the Westerly Chamber, should be looked into as possible venues for attracting new members at individual and business levels. Jen will make contact with the Chamber to assess opportunity to engage.

Agenda items 3. Strategy to Identify Potential Higher Donors and 4. Strategic Plan Layout tabled for further discussion.