

Minutes of the 2pm July 11th 2016 Meeting of the Membership Development Committee

Attending: Donna Walsh (chair), Walt Galloway, Chris Fox, Alan Desbonnet

Purpose: To regroup and discuss MDC Committee assistance with Membership Retention

Notes

The group only discussed a short term task for the MDC due to time constraints and the critical need for an immediate personalized outreach campaign to retain non-renewing members. Below is the process and steps that Donna, Alan, Walt and Chris will undertake. A subsequent full MD Committee meeting in late July or early August will be scheduled by Donna (in July) to discuss MDC activities for the remainder of the year. All FDC members will be encouraged to participate in this meeting. Donna's scheduling will be done in consultation with Walt to ensure his attendance.

Renewal Reminder Campaign

Step 1: Donna to draft a handwritten renewal reminder that fits on a WPWA note card and deliver to WPWA on 7/13.

Step 3: on 7/12 Chris will ensure WPWA has adequate stock and supplies for the campaign. Chris will order stock if needed.

Step 2: Chris will broadcast Donna's script to Alan and Walt by email on 7/14.

Step 3: Alan & Walt will return the script in their handwriting to Chris (USPS or In Person) by 7/18.

Step 4: Chris will make the appropriate number of copies of the 4 versions on note cards and deliver them, along with stamps, envelopes, etc., to the volunteers at the 7/21 board meeting. Chris will provide a list of non-renewed members to each volunteer at the board meeting. Volunteer assignments must be complete **and in the mail no later than 7/27** to ensure minimal possibility that members renew on their own after the list has been produced and distributed.

A subsequent joint FDC/MDC committee meeting will be scheduled by Walt or Donna at a time they feel appropriate and they are available.