

HPWA Membership Committee Report to ExCo

10/21/2019

Martha Sheldon

Committee Members: John Foye, Jerry Levine Geri Williams, Marilyn Atterbury, Martha Sheldon (chair)

I. Membership Numbers to date (10/21/2019)

	June	July	Sept	Oct
Memberships	44	92	103	106
Active Contacts in CC	304	326	329	333
Dues (Approx)		\$4,270	\$4,781	\$4,811

II. Condon Campaign

We are thrilled with the vote on Saturday at Town Hall meeting to purchase the Condon Land! It was promoted as a way to protect the underlying aquifer. To reiterate Brian's report, HPWA was able to contribute a total of \$38,380, very close to the original goal of \$40,000. Brian's letter campaign asking for pledges received a solid response, and we gained a few new members in the process. It was an important part of raising funds—thank you, Brian! The hard work put into this project has now paid off with 54 beautiful upland acres permanently protected as open space in our watershed. If anyone would like to walk on the land, please let us know.

III. Upcoming Plans

The Membership Committee met September 24 at my house to start thinking about how we might deploy our valuable new tool, the 3,000 copies of our new brochure. We agreed to do a mailing campaign with an introductory letter and the brochure. We then divided up the work of finding the (many) addresses of people we wish to target. Don supplied addresses from abutters of GHP, and the rest will be from Patriot Properties. The scope will be considerable but not all inclusive to test the response. We will target GHP and LHP but not the Ponds of Plymouth to begin with. There is no deadline as our committee is short-handed for this task. If anyone is reasonably good with computers and would like to help us to get the data onto a spreadsheet, please let me know.

Other – Only one *Constant Contact* email as sent in September. That was for the Monarch Butterfly talk on Sept. 19, which had a 54% open rate.