

HPWA Membership Committee Report to ExCo

12/09/2019

Martha Sheldon

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

Membership Numbers to date (12/08/2019)

	Sept	Oct	Dec
Memberships	103	106	107
Members by Count*			176
Active Contacts in CC	329	333	336
Dues (Approx)	4,781	4,811	4,871

*The Members by Count is a new metric that gives a fuller picture of “membership.” We ended the year with a dues total of close to \$5,000 – a very good response from our base. There are no doubt many factors in play to account for the total dues number, but good stewardship is an important one performed by Don (personal thank you letters to those who donate at the \$50+ level). Public presentations and newsletters are also important in engaging our members, judging from the open rates of the newsletter.

Membership Drive

Plans are for the Committee to meet again soon to move the new member drive forward, possibly for a spring or summer date. Don helpfully supplied us with a comprehensive spreadsheet from the Town of the names and addresses of all residents within the watershed. The committee plans to target a major portion of those names. The challenge is how to get that spreadsheet into a form for mailing. Martha has drafted an appeal letter and will work with the committee on the final draft.

Watershed Greeter’s Group

Presently this is an initiative that Peg Burke is handling alone. Martha is hosting a meeting of Peg and Marilyn Atterbury (who is tasked by the MemCom with the same thing) on December 11 to coordinate efforts for the outreach to new residents of the watershed. Phil Angell helpfully supplied Peg with new listings in the area.

Newsletter

Finally, though this is Geri’s “turf”, I am pleased to note that the new blog-style newsletter that was sent out by Geri had an excellent open rate of 53.6%. It was sent to 335 people and 177 of those opened the letter. By comparison, the Spring Newsletter had an open rate of 57.2%, but it was sent to fewer people: 290, of which 166 opened the letter. Bottom line, we are reaching more people.