

HPWA Membership Committee Report to ExCo 2/24/2020

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

Memberships Total: 111

New memberships and PayPal

2019 - 14 new memberships

2020 - 4 new memberships to date

Recently I have been receiving new member dues through our PayPal portal on our website. Beth and John worked to have the PayPal button on our website. John and I have worked together to streamline this new process for membership intake. Having the PayPal option has also brought in donations to HPWA, such as those given in loving memory of Eb von Goeler. I believe that having the PayPal option will be an important factor in membership.

Membership Drive

The Membership Committee will meet on Thursday, February 27, at 1:30 to move the Membership Drive project along. Sorting out the addresses from a vast set has been complicated but our appeal letter will be able to list many recent accomplishments. There have been delays in getting the drive underway since I was away in January, and have been involved in Herring Crawl planning since returning. A late spring or early summer rollout is projected, and will reach a majority of the addresses in the watershed.

Marketing

Since January the following emails have been sent to our contacts (342 active contacts):

January 6 – Fish Lecture Series 2020 – Open rate 55%

January 7 – Fresh Water Patrol Letter of Support – Open rate 52%

January 22 – Fish Lecture Series - part 2 – Open rate 44%

January 27 – Fish Lecture Series - part 2 updated – Open rate 38%

February 7 – Fish Lecture series - part 3 – Open rate 39%

February 10 – WAA Conference Press Release – Open rate 37%

Upcoming will be emails re the final fish lectures, the WAA breakfast with legislators, Herring Festival, Herring Crawl and WFM Day activities.

A note on Constant Contact, sending an email through Constant Contact requires a desktop computer; therefore, I am not able to do this if I am traveling with my cell phone (although I can schedule an email to go out on any date *before* I leave). Geri, however, was able to send the January 27 email. It is a good idea to have a couple of board members who can send out emails in my absence.

Herring Crawl

Plans are well underway for this event happening over 2 days, Friday, May 1 and Saturday May 2. The ad hoc committee met this week, and Lee and I did a snowy route run on Friday to iron out the details. The Town has produced a beautiful brochure/map for the event and is very pleased to be partnering with us on this event. Please see Ramona's report for details.

Spring Appeal

The membership committee will be discussing this at their February meeting. With the purchase of the Condon property we will have a powerful appeal letter (accomplishments).