

Membership Committee Report to ExCo, 4/23/2020

Martha Sheldon, chair

Outreach

Brian and I walk everyday and have encountered a lot of watershed folks around GHP. Many like to stop and talk these days, so we have been able to spread the word a bit. I mailed the HPWA brochure with cover letter to 9 households on Deer Run and 2 outside that area after such encounters with residents. I'm interested to see if the letter engages people (or not!).

Annual Appeal

Assuming Powderhorn Press is still operating, we will be able to follow through with the annual May dues appeal printing and mailing. If Powderhorn is closed, Staples or even our home computer would serve. The brochure will accompany the letter.

Web inquiries

These continue to trickle in from members and non members at a slow but steady pace. Lee or I field questions, or if we cannot, we send it to others for follow up. It is important to follow up soon on any inquiry forwarded to you.

Facebook

This has been a learning curve for me but I continue to enjoy posting and seeing what is engaging to our viewers. Thank you, Lee, for all your help with the technical aspects!! Some of the more popular posts judging from engagements are surf's up on GHP, the bobcat, and Lee's recent posts of the herring running. Check it out:

<https://www.facebook.com/HerringPondWatershedAssociation/>

Constant Contact

After cancelling all of our events in late March, there was a long gap of 3 weeks where no emails were sent out to members. As part of our stewardship function, I felt it was important to keep a connection going, so wrote copy and sent out an email blast reminding watershed residents that they could connect to us through social media (Facebook). The "Bringing Nature to You" email had a 51% open rate (173 persons) and a 32% click rate. Our average open rate is 45%; the industry average is 21%.

