

Membership Committee Report to ExCo, 3/23/2020

Martha Sheldon, chair

Herring Crawl postponed indefinitely, but, after much planning by the Ad Hoc Committee, the event is completely ready to run next year if we decide to go for it. The mapping of the route took time, but that is worked out now, and the tour narrators David Gould and Ken Reback, had signed on. We have Kim Tower's lovely brochure (undated) that we distributed to members electronically for self-guided tours.

Watershed Greeters with Peg Burke and Marilyn Atterbury got off to a great start. Peg will report on this at the meeting. They have HPWA notepads, the guide, newsletters and the brochure as tools for outreach to newcomers. Peg did a lot of legwork on this until the world came to a standstill with coronavirus. Thank you, Peg!

New enquiries via the web have come in, opening up some leads perhaps for the Education Committee. I follow up on these quickly, usually with a short email thanking them for their interest and directing them to whichever committee. I also send them our latest newsletter.

Membership Committee will have their meeting postponed until we get through this period.

Facebook stuff Okay, I am having fun with posting on our Facebook page lately. **Urge every Board member to take a look at some of our recent FB postings for a sense of HPWA community engagement.** You don't need an account to view it. Yes, a bobcat was sighted recently next to GHP by Steve Smith!



Constant Contact was a hive of activity this month, taking many hours to keep up with communications with our members. Here is a snapshot report:

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Unsubscribes
3/21/2020 10:50	Herring Crawl Postpone	342	156	45.60%	39.70%	60.30%	30	19.20%	0	0
3/14/2020 12:35	2020 March Newsletter (Geri)	342	157	46.20%	34.20%	65.80%	7	4.50%	2	1
3/12/2020 11:21	Tonight's Talk Cancelled	341	116	34.20%	40.60%	59.40%	2	1.70%	2	1
3/11/2020 18:12	Coronavirus cancel Fish lecture series part 4 and 5	341	173	51%	42.60%	57.40%	2	1.20%	2	0
3/9/2020 9:01	2020 March Newsletter for print	341	128	37.80%	30.60%	69.40%	3	2.30%	2	0
3/6/2020 13:32	Wampanoag Talk March	1	1	100%	0%	100%	0	0%	0	0
3/3/2020 17:43	2020	341	153	45.50%	35.70%	64.30%	14	9.20%	5	0

Last but not least, Brian and I have done limb pruning and signage on the Condon Trail.