

**HPWA Membership Committee Report to ExCo  
6/8/2020**

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

**1) Annual Dues Drive Status as of 06/08/2020**

The annual dues appeal mailing (includes a letter in my name and the new brochure) was sent to approximately 280 households in mid-May. Thanks to the team for picking up their mail packets and dispatching their letters to the post office tout suite. The return on the appeal is summarized in the table below. The dues payments came in quickly through the mail (only 4 from PayPal, but still a valuable new tool thanks to Beth and John), and at the new, slightly higher giving levels approved by the Board last year. Two follow up appeals will be sent to those who have not sent in their dues, one in July and one end of year. Early returns are strong and we expect more to follow. We had a good-looking appeal this year thanks to the beautiful brochure and a solid accomplishment (i.e., our help with the Condon purchase).

<b>Annual Membership Levels</b>	<b>Number of Memberships</b>
\$20 Individual	1
\$30 Family	16
\$60 Contributing	6
\$125 Sustaining	9
\$250 Navigator	2

Total Dues to date: \$2,445

**2) Membership Drive**

A draft HPWA letter (including a map supplied by Kim Tower that shows both the watershed and the ACEC) has been approved by the MemCom Committee for a mass mailing slated to be received by 900+ households within the bounds of the ACEC. It will include the new brochure. The letter invokes a shared interest among residents in clean water and protected land, and lists our most recent accomplishments, and HPWA's goals and objectives. The committee will meet virtually in June to establish timelines and signatures. We will keep the board apprised of our progress.

This is a major outreach initiative of the Membership Committee.

**3) Communications**

Communications have slowed to a crawl during the last 2 months due—in part—to the restrictions on public gatherings. The spring newsletter went out in late April. In May there were just a couple of reposts of programs put out by Wildlands Trust. I have been trying to do several posts a week on HPWA's Facebook page, along with contributions from Lee and Beth to maintain some visibility. I am not sure of the impact but it seems important to connect with our

membership even in the absence of public meetings. There has been a plethora of virtual educational programs online that perhaps has dampened our own creativity.

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces
<input type="checkbox"/>	Sat, May 23, 2020, 6:00 PM	Tick Lecture	311	143 46%	19 13%	3 1%
<input type="checkbox"/>	Wed, May 20, 2020, 5:15 PM	Holmes Dam lecture	311	149 48%	25 17%	3 1%
<input type="checkbox"/>	Mon, Apr 27, 2020, 9:59 AM	2020 Spring Newsletter print copy	1	1 100%	0 0%	0 0%
<input type="checkbox"/>	Sun, Apr 26, 2020, 7:00 AM	2020 Spring Newsletter	345	189 55%	26 14%	2 0.6%
<input type="checkbox"/>	Sun, Apr 19, 2020, 10:10 AM	Herring Count Update	33	26 79%	3 12%	0 0%
<input type="checkbox"/>	Sat, Apr 11, 2020, 1:03 PM	Bringing Nature to U	343	176 52%	56 32%	2 0.6%
<input type="checkbox"/>	Thu, Mar 26, 2020, 3:04 PM	Herring Crawl Postpone	343	166 49%	36 22%	2 0.6%

[End]