

**HPWA Membership Committee Report to ExCom
7/13/2020**

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

Annual Dues Status as of 07/12/2020

As of 7/12/2020 the dues total was \$4,765. This is up from last year's total as of 7/13/2019 of \$4270. HPWA has two new protocols which may have helped the 2020 figure. The new Navigator level at \$250 gave a boost to the total returns even as many other organizations experienced budget setbacks. The new PayPal button on our website has resulted in about 18 PayPal dues returns; it seems to be a popular and convenient way to pay dues. The convenience of online remittance of dues makes it much more likely that those receiving a second or third e-appeal will actually submit dues. Most of our dues are still remitted through USPS (using the turtle return envelope in the brochure), but online payments give us a valuable new tool. On June 30th I sent a second appeal electronically to those who were not tagged as current (2020-2021) members.

Annual Membership Levels

Memberships

	6/6	7/12
\$20 Individual	1	14
\$30 Family	16	35
\$60 Contributing	6	8
\$125 Sustaining	9	18
\$250 Navigator	2	3

Total Dues 7/12/2020: \$4765 (*does not reflect donations*)

We have about 10 **new members** this year, and among them two have joined committees, a welcome trend! Thanks to all of you who in your own way have helped spread the word or forwarded names to the Membership Committee.

Membership Drive

A Zoom meeting of the MemCom is planned to finalize the letter and mailing details of the drive, a major initiative of the Committee this summer. The estimate from Powderhorn Press to print and mail the mailing came within (actually under) the budgeted amount for the Membership Committee activities. The Committee will update the Board prior to sending.

Communications

Three emails were sent in the last period, a moderate rate. The Newsletter helped maintain a connection to our members when public meetings can't be held. Lee, Beth and I kept HPWA's Facebook presence going. Lee's owl videos and Kathy Fuller's still shots were really impressive. Thanks to Lee for inviting Kathy over to capture the owlets with a high-powered camera. Note the # of people reached. Lee's video here: <https://youtu.be/BHsCvWdn2Ts>

More owlets in the neighborhood. Photos provided by Linda Fuller.



763

People Reached

111

Engagements

[Boost Post](#)

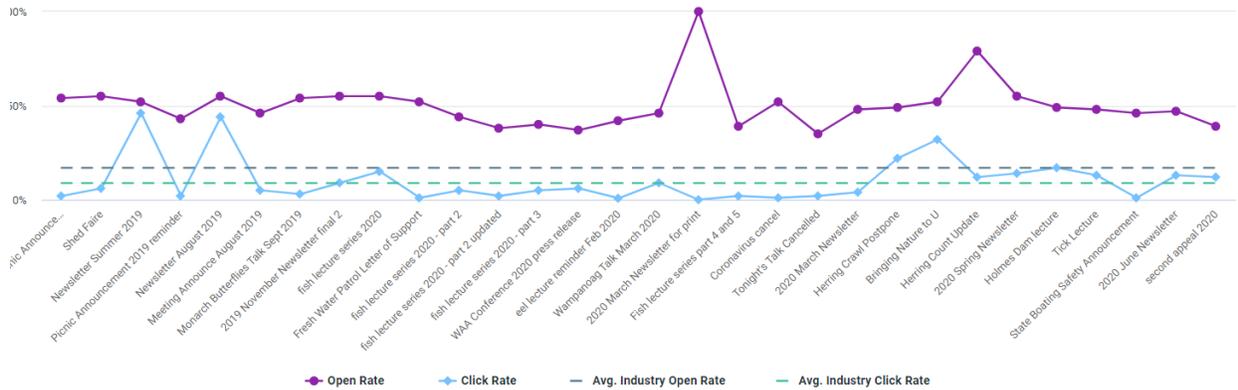


You and 18 others

2 Comments 7 Shares



Finally, these screen shots taken from Constant Contact's reporting page give an idea of how our emails are being received. You can ignore the 100% one as it was received only by one person who opened it, likely a test email. The bottom line is that even though our open rate is slightly above 50%, that is way above average industry open rate for non-profits.



Campaigns Sent from Jul 13, 2019 - Jul 12, 2020

See how all your campaigns performed during the selected time range.

[Table](#) [Graph](#)

30 Items [Export All](#) [Compare Selected](#)

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Fri, Jul 3, 2020, 2:37 PM	second appeal 2020	247	94 39%	11 12%	3 1%	0 0%
<input type="checkbox"/>	Mon, Jun 29, 2020, 5:08 PM	2020 June Newsletter	346	159 47%	21 13%	5 1%	0 0%
<input type="checkbox"/>	Mon, Jun 15, 2020, 3:20 PM	State Boating Safety Announcement	341	156 46%	2 1%	4 1%	0 0%