

HPWA Membership Committee Report to ExCom 8/11/2020

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

Annual Dues Status as of 08/11/2020

As of August 11, 2020, the dues total stood at \$6,856, up from a month ago when the total was \$4,765. This is an all-time high, due to a huge response of residents to the cyanobacteria algae bloom on GHP. Thanks to simultaneous Facebook posts and email messaging, we were able to “get the word out” about the state of the Pond. **At least 53 new residents became members during the month.** Many in this group used the “Buy now” button on our website. Many more donated to the Water Management Plan via donate buttons on our website and especially on our Facebook page. The Membership Committee decided that everyone who donated to the WMP would be recorded as a member for \$1. Many more simply signed up to receive our newsletters via an online capability of Constant Contact. These 2 groups can be cultivated during the year leading up to the Spring 2021 appeal. Special thanks to Treasurer and committee member John Foye, for help handling the influx, and to Beth for her help with online resources.

In addition, John reports uncollected as yet Facebook donations that contain watershed plans and dues donations. Facebook has not released the funds yet, and we cannot record it until that happens. Please stay tuned.

To sum up, we were able to swing into action during the Pond crisis using all the tools we had painstakingly put in place during the last several years, and people responded at astounding levels!

Of the membership levels, note that the big majority chose to donate at the Family level. This is the second year of adding the Navigator level (\$250).

Annual Membership Levels

		Memberships				
		6/6	7/12	8/11		
\$0	Complimentary (essential workers)	-	-	5		
\$1	Donated to WMP	-	-	11		
\$20	Individual	1	14	18		
\$30	Family	16	35	62		
\$60	Contributing	6	8	14		
\$125	Sustaining	9	18	21		
\$250	Navigator	2	3	4		
Total		34	78	135		

Total Dues 8/10/2020: \$6856 (does not reflect donations)

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Direct Mail Campaign

The direct mail campaign, a long-planned major membership initiative of the Membership Committee, is now in press at Powderhorn Press. It will be mailed today or tomorrow by Powderhorn at a low postage rate to about 977 residents of the Watershed (within the bounds of the ACEC). It contains a letter (attached) with a map on the back, and the **new brochure**. To set expectations, the return on direct mailings is not terrifically high (see the text box), but here is a way to think about it. If you gain only 5 new members out of the 977 people, at the Sustaining Level of \$125, over 2 years the project will fund itself. Anything over that would then accrue to dues over the years – it is a long-term investment in the Association. The project came in under budget. **I want to thank the Membership Committee** (John, Marilynn, Geri and Jerry as well as HPWA member and designer Chris Lewis for the brochure) for helping out in this project that took a lot of planning and work!

Rate of Return

The average rate of return on direct mail campaigns is generally 1/2 to 2 percent, according to JWM Business Services; in a campaign involving 100 pieces of mail, two to four people can be expected to respond and half that number to make a purchase.

Ambassadors Program

A very special thanks to Peg Burke for her wonderful work as an ambassador for HPWA. Her efforts in her neighborhood resulted in several new memberships.

Communications

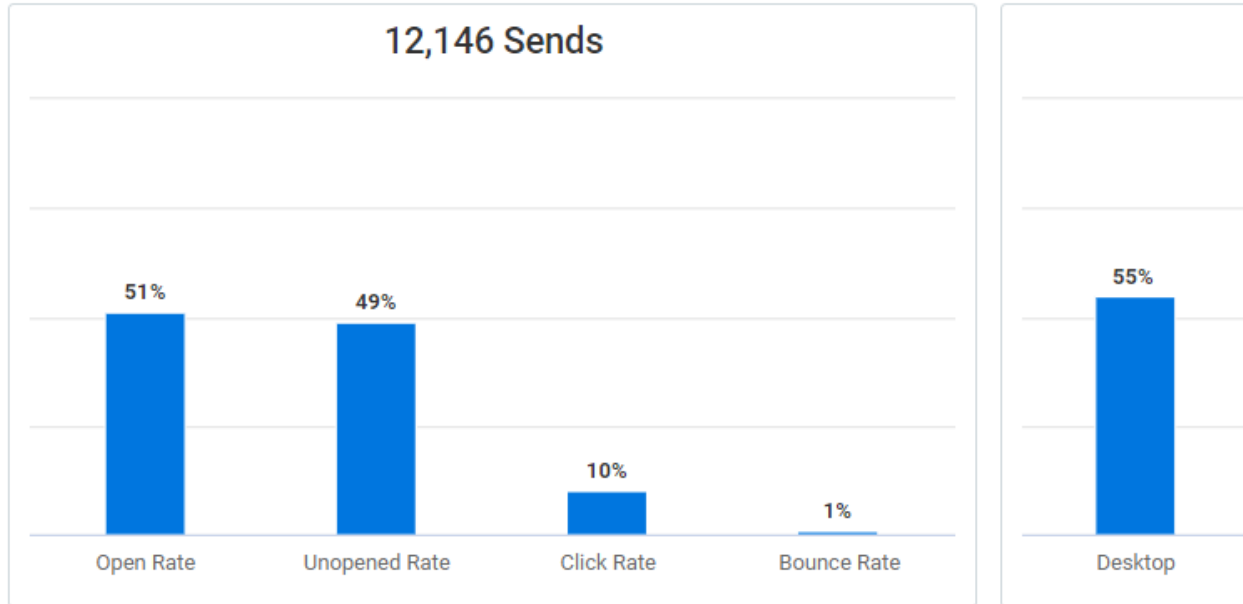
We now have 402 active contacts in **Constant Contact**, our subscription email provider. The “General Interest” email list has 377 contacts (those who regularly receive our email communications). About 40 new people signed up to receive our communications this month. In my absence in Maine, Geri and Don stepped up to the plate and ably sent out 9 email updates on the cyanobacteria situation between July 17 and August 7. In addition, Don had to instantly become active on **Facebook** as the Board member with any chemistry expertise who could respond to questions posed on the HPWA Facebook page. Thanks to the sharing capability of Facebook, many more people saw our posts than usual. Click here to see a bit of good news about Great and Little Herring Ponds, Brian’s post about baby herring on Facebook:

<https://www.facebook.com/HerringPondWatershedAssociation/videos/1228906307474288>

Please continue to last page for statistics from the Constant Contact Reporting tab.

Overview

A look at some of your top emailing stats during this time.



Trends

Check out how your numbers compare over time.

Your open rate:	51%
vs. previous 12 months	-1% ▼
vs. industry average	+34% ▲