

## **Membership Committee Report to ExCo**

### **2/21/2022**

**MemCom Meeting 2/16** The Membership Committee had a fruitful meeting by Zoom on Feb. 16. Present were Marilyn, Geri and Martha (John is recovering from surgery).

The Committee agreed to continue to use our Thank You cards (designed by Chris Lewis) to thank our lower tier donors. Marilyn encouraged personally thanking *all* donors no matter their giving level as part of good stewardship practices and to retain the members we have. Marilyn agreed again to handwrite these personal notes. The Committee agreed to use our Fish Logo stickers to as a way to thank donors and to make them feel part of a group. Stickers are very inexpensive and people seem to like them. The Committee discussed how we might support the upcoming pontoon boat rides idea, and will be ready to help where needed.

The Committee discussed membership development ideas. The Watershed Ambassadors Program—basically in-person canvassing—had to be shelved during Covid, but Marilyn has agreed to send out mail packets to new residents (about 35) that have been listed in the papers. We have an abundance of Guides and brochures. Jack Kedian's idea of canvassing by precincts is more than membership can take on at this point but will Martha will turn over materials to Jack and help with identifying possible precinct leaders.

Martha pointed out the need to develop the MemCom itself. More members are needed. Martha will carefully draft an email to be sent to a targeted list of members.

The annual appeal will go out in early or mid-May. It will be an automated mailing as last year. Geri agreed to write up a slip about native plants to be included in the mailing. It would be similar to the "Lawn Care Tips" printed on glossy paper that we distributed last year.

**Communications** HPWA's social media took off this month with photos of otters at Carter Beal Conservation Area during the cold snap a few weeks ago that pushed the otters into the only open water. The two posts on Feb 3 and Feb 6 generated almost 2000 views, and a flurry of comments and shares. Brian and I thought the otters were eating an eel.

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

-submitted by Martha Sheldon