

# 5/4/21 Ex Com Membership Committee Report

## Membership Stats

Attached

## Membership Committee met Friday 4/30

We had a robust discussion on many items i.e finalizing the Merchant Partner program, revising the membership committee mission statement on the website, expanding the Stewardship Program and new initiatives. We also compiled new member analytics from last month because we had the most new members (non high rise memberships) and wanted to know where they came from and how we could replicate this success. We can track this because of the new member application where it asks how did you hear about CCRA. We will be adding the e-newsletter as an option as well.

Website: 9

High Rise Mailings- 9 (re-checking this number)

Word of Mouth-6

Social Media- 4

Event-1

Other- 5

No Answer- 8

## High-rises

- a. The Savoy had 24 residents sign on for building memberships as of last week. It falls short of the original goal of 50 residents. The high rise committee will strategize how to proceed and whether we should extend the promotion.
- b. Rick Gross will reach out to 10 Rittenhouse next to see if we can get the floor to present.

## Merchant Partner Program (MP)

The enhanced MP program will be ready to re-launch the end of May or early June. All components have been completed: solicitation packet, welcome packet, 6 month and annual check-in surveys, vetting system, MP stewardship program. The last piece we are waiting for is a MP brochure that Jen Breslow and her team are creating. We have identified potential prospects and are looking to offer a wider variety of merchant partners to our membership base.

## New and Lapsed Members

- a. The stewardship subcommittee quarterly assignments were sent out last month and reach-outs were made either via email or phone. We had some wonderful responses and feedback. Thank you to the extra hands who helped since we had our largest group of new members to contact.
- b. The membership committee agreed to explore the possibility of expanding the Stewardship Program and identifying another demographic group such as 'Long Time' members. Travis will help us collect those names and any history depending on records kept. It is a great year to steward this demographic, especially if we can incorporate it into our 75th year celebration. We are beginning to look into this.

## Real Estate Initiative

In March, Travis snail mailed approximate 200 letters to new residents with a 6 month free opportunity to join CCRA. This quarter has been our best response to date! The membership committee will begin to enhance this program in the coming months just as we improved and streamlined the Merchant Partner Program. To be continued.

## Board Ambassador Tip

Susan will be sending out the May Board Ambassador tip.

**Possible New Initiatives for the Future-**

a. Explore a Speakers Bureau and topic driven Zoom Parlor Presentations or small in-person House Gatherings. Identify a topic a small group is interested in (i.e streets, public safety, homelessness) and speak to that with CCRA Board member experts. Social opportunity to spread the word- informal, casual and educational.

b. create a system to channel our new member requests to join certain committees, projects, task forces etc.

Respectfully submitted-  
Michele Ettinger

