

## 3/9/21 Membership Committee Report

### Membership Stats

Enclosed- double digit increase in membership is mainly due to the influx of PCH residents, but increases are apparent in many categories as well.

### High-rises

- a. Penn Center House activation began the first week in February.
- b. The Rittenhouse Savoy Council scheduled 2 zoom meetings open to all its residents featuring CCRA so that Maggie, Rick & Michele could present the high-rise building membership initiative last week. They were very receptive to the prospect. The Savoy's building management company will be overseeing the logistics of collecting the resident names and payments so that Travis can activate their building membership. They have until April 30th for 50 people to join, but in reality that number is 41, because 9 residents are existing CCRA members.
- d. The next high-rise prospects were identified and Matt Fontana will begin the reach out to get CCRA an opportunity to present.
- e. A High-rise rollout article was featured in the Spring Quarterly.

### Merchant Partner Program (MP)

We have a new Merchant Partner Milkman. If you are a proponent of green, recycling and sustainability check them out. Branzino is also offering a new deal to our members.

Michele spoke with DiBruno Bros marketing director to continue our Merchant Partner relationship and discuss ways in which we can help promote their initiative Project Home, which sells products made by homeless persons. The 10% discount for our members will continue as well as in their restaurant Alimentari when it opens.

The membership committee streamlined and finalized the toolkits we will use for Merchant Partner solicitation, welcome, and stewardship. Check in surveys were created to actualize the impact and give us the tools to better communicate and improve the program. The website MP page was updated We will begin to solicit more MP in the spring. Currently we have a list of prospective small, independent local merchants given to us by the committee. If any Board members have merchant recommendations, please send them to Michele or Travis to vet and we will add to the list if they are not duplicates.

### New and Lapsed Members

Amy sent the stewardship subcommittee their quarterly assignments in January and reach-outs were made either via email or phone. We had some wonderful responses and feedback. Any Board member who would like to also help with this easy quarterly initiative, please contact Amy or Michele.

### Board Ambassador Tip

Susan sent out the March Board Ambassador tip: helping to identify new Board members

Respectfully submitted-  
Michele Ettinger

