

Membership Report Board Mtg 11/9/21

I. Membership Stats

1294 total down from 1357 in August because we are in negotiations with the Murano to renew their building membership (73 residents). We are at an all time high for 35 and under members.

II. Membership Meet & Greet

A huge success: 50 people were in attendance at the charming Dwight D Hotel's garden on a warm October night. Special thanks to Bill Goldstein & Travis. We have been able to outreach (meet for coffee) with 4 people from the event interested in becoming more involved with CCRA and they have joined committees.

III High-Rises

2101 Co-Op and 10 Rittenhouse Boards have approved our building membership proposal and the promotion began November 2nd running until December 31st. The Murano Board will be reviewing their building membership at their December Board meeting. WPH is up for their building membership renewal in 1/22 so we will be reaching out to begin the process shortly. The high rise committee will begin to visit every building member's Board at least annually in order to update them on CCRA happenings and reinforce the value of our partnership. If any Board member has a high rise they recommend, please let Michele or Rick G. know.

IV. Merchant Partners

The e-newsletter blurbs featuring Merchant Partners (MP) have been quite successful. Thank you Richard Vaughn. Maggie, Michele and Nan have begun to personally visit each MP and give them a framed copy of their blurb. We have gotten wonderful feedback. Eye Candy mentioned that they have 2 CCRA customers a week, William Schwartz Jewelry sold a high end item, and Dom's Shoe repair already had a copy of their blurb on the wall because a customer brought it in to them. We are always looking to increase our Merchant Partners, and need every Board member's help. Merchant Partner Brochures are available as hard copies or digitally.

V. CCRA Brochure

Richard Vaughn, Gina Shapiro (membership committee), and Michele are teaming up with Jen Breslow to create a long awaited CCRA brochure which will also be available digitally. They are also updating the WHY CCRA marketing piece.

VI. Business Members

We have begun to analyze and streamline our Business Member Program which had been put on the back burner during the pandemic. Michele and Travis took a first pass at revamping the webpage. Rick Speizman is taking a first pass at analyzing and suggesting updates and then the membership committee will review. We are hoping to revamp this program by the winter.

VII. Stewardship Program

The sub committee made their email reach outs early October for the last quarter's new and lapsed members. We have some success stories as well as people wanted more info to become involved and others renewed their membership. Our retention rate has improved, as the amount of lapsed members have significantly dropped over the last few years.

Membership Tracking by Month

Residential Members	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Individual	369	377	383	389	391	396	396	398	401	395		
Family	104	112	135	153	154	161	161	171	171	177		
Senior	309	299	302	302	304	304	305	302	302	304		
Under 35	37	38	44	46	43	43	43	46	48	51		
Building	119	172	172	173	187	187	232	232	159	159		
Patron	80	82	83	76	78	151	151	152	152	151		
Angel	3	4	4	4	4	8	8	8	8	8		
Legend	2	2	2	2	2	4	4	4	4	4		
Residential Total	1,023	1,086	1,125	1,145	1,163	1,254	1,300	1,313	1,245	1,249		
Business Members												
Friend	34	32	28	31	30	32	32	30	30	30		
Supporter	5	5	5	5	5	5	6	5	5	5		
Patron	3	3	4	4	4	4	2	2	2	2		
Champion	6	6	7	8	8	8	7	7	8	8		
Business Total	48	46	44	48	47	49	47	44	45	45		
Total Membership	1,071	1,132	1,169	1,193	1,210	1,303	1,347	1,357	1,290	1,294		
Merchant Partners	19	20	20	20	20	19	19	21	21	21		

Net Month over Month Membership Changes - Gain / (Loss)

Residential Members	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Individual	1	8	6	6	2	5	-	2	3	(6)		
Family	6	8	23	18	1	7	-	10	-	6		
Senior	(14)	(10)	3	-	2	-	1	(3)	-	2		
Under 35	1	1	6	2	(3)	-	-	3	2	3		
Building	66	53	-	1	14	-	45	-	(73)	-		
Patron	(2)	2	1	(7)	2	73	-	1	-	(1)		
Angel	(1)	1	-	-	-	4	-	-	-	-		
Legend	(1)	-	-	-	-	2	-	-	-	-		
Residential Total	56	63	39	20	18	91	46	13	(68)	4		
Business Members												
Friend	-1	(2)	(4)	3	(1)	2	-	(2)	-	-		
Supporter	0	-	-	-	-	-	1	(1)	-	-		
Patron	1	-	1	-	-	-	(2)	-	-	-		
Champion	0	-	1	1	-	-	(1)	-	1	-		
Business Total	0	(2)	(2)	4	(1)	2	(2)	(3)	1	-		