



Membership Committee

Report: 2011

1. The number of paid members for 2011 was 275, an improvement from the number we had last year (252). With nearly 420 property owners on the lake we should be able to do better than this in any given year. In saying this, however, we want to extend a thanks to those who renewed so quickly after the campaign was launched last year.
2. The membership campaign was launched last February and reminders were sent to prospective members throughout the year. Opportunities to pay for membership directly were provided at Association meetings and at the regatta.
3. A network of membership contacts was established to support the membership campaign. Each contact was provided with a list of those members in their sector who had yet to pay their memberships. Personal visits were made by the contact to encourage these individuals to renew or pay their membership dues. Based on this approach the sector contacts were able to secure over 70 memberships - a real success and a demonstration of the value of personal contacts in engendering a sense of connection with the Association and the lake community.
4. About 20 memberships were obtained at the Regatta and several more were acquired as a result of an email that was sent in September to all 09 and 10 members who had yet to pay their 2011 membership.
5. Paypal continued to be used by Association numbers but the number of users remains small (52). A guide to using Paypal was distributed to the membership and this might have contributed to the slight increase in PayPal payments through the year.

6. Updated versions of the membership directory were issued three times through the summer and fall seasons.
7. The Excel database continued to enable the efficient production of mailing lists, labels, etc. and the tracking of members and non-members. The database has also been a valuable information source for planning and reporting purposes.
8. Thanks go to Joanne McDonald, Will Lockhart, and Kate Baillie for their contributions to the membership campaign over the year. Thanks also to Bruno Lobrichon and his team for the timely and high quality translations of membership material.
9. Plans for the membership campaign for 2012:
 - Launch the 2012 membership campaign based on the same schedule (including deadlines) that was used for the 2011 campaign.
 - Establish a target of over 300 members for 2012.
 - Work with the Director of Communications and Marketing to develop a comprehensive marketing strategy to secure more members.
 - Incorporate the updated logo design in all membership documents (invoice, receipt, benefits of membership, guide to paying by PayPal, covering letters, etc.)
 - Establish an 'early bird special' strategy where members paying or renewing before March 31, 2012 would have their name entered into a draw for prizes (suggest three) that would be given out at the Spring Meeting (prizes would be solicited by the Membership Committee from restaurants, retail stores, etc.)
 - Encourage members to pay up to three years in advance beyond 2012 (i.e. 2013, 2014, 2015)
 - Explore the feasibility of establishing a lifetime membership in the Association (with Director of Communications and Marketing)
 - Explore the feasibility of enabling members to manage their membership account such as updating tombstone information, etc. (with Director of the Web Site)
 - Issue the membership directory three times during the year and explore the feasibility of migrating towards the provision of real time updates

Submitted by
John McDonald
Chair
Membership
October, 2011