

4/6/21 Membership Ex Com Report

Membership Stats

Membership is close to 1200 people! 5 out of our 8 Residential categories has seen significant increases! It is extremely interesting to note that we have 23 new Family level members and 6 new members under 35. There are increases in the Senior and Individual levels as well. Nan, Travis and Michele will be analyzing these increases so that we can glean more information as to the why's and try to replicate these numbers in the coming months. In the Business categories we have seen an increase in both the Paton (\$250) & Champion (\$500) premium levels and a decrease of 4 Business Friends (\$85). We will follow up with these long standing Business Friends as it can simply be attributed to the pandemic, timing and/or oversight. They are Reading Terminal, Temple Beth Zion- Beth Israel, Pyramid Club & Christine's Care & Compassion.

High-rises

- a. The Rittenhouse Savoy high rise promotion is moving slowly. To date only 7 residents have signed up. Michele has been in contact with their council's President to arrange another zoom presentation and disseminate another building wide email blast. They have until April 30th for 50 people to join, but in reality that number is 41, because 9 residents are existing CCRA members.
- b. The next high-rise prospects were identified and Matt Fontana will begin the reach out to get CCRA an opportunity to present.

Garden Plot Lottery Applicants

Susan Kahn had a wonderful idea about the garden lottery applicants. We composed a letter to be snail mailed out to the 47 garden lottery plot applicants. These folks are not CCRA members and would only get a plot if they are lucky for just 1 year. Becoming a CCRA member gives them the opportunity to have a plot for 6 years. We think it's a super idea to reach out to them and send them materials about CCRA, membership and the benefits of joining.

Merchant Partner Program (MP)

We have one more piece to be created for our solicitation/marketing packet. The membership committee will be meeting this month to determine when we will begin to solicit more Merchant Partners. 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.

Real Estate Initiative

In March, Travis snail mailed approximate 200 letters to new residents with a 6 month free opportunity to join CCRA. Presently we had 5 new residents take advantage of the program: 3 signed on for the 6 months free and 2 signed on for a year. This has been the best response yet. If in fact we find after analyzing the increases in membership numbers this month are primarily attributed to this real estate initiative, there is a possibility that we may lose some of them after the 6 months is up. This is a topic for our April membership committee meeting and we will strategize and create a follow up

(stewardship) system with these people. Now that the MP program has been streamlined and systematized the membership committee will look to do the same to the new resident program.

New and Lapsed Members

Amy will be sending out to the membership committee the quarterly report listing New Members and Lapsed Members so that the committee can make their stewardship reach outs. Any Board member who would like to also help with this easy quarterly initiative, please contact Amy or Michele.

Respectfully submitted-
Michele Ettinger

