

2014 Greensboro Association Communications Committee Report

The Communications committee is responsible for all print and online communications, including the membership mailing and president's letter in January, the newsletter in May, and the printed directory. We also maintain the membership database, the website www.greensboroassociation.org and the Greensboro Association group and page on Facebook.

2015 goals (1) Establish an online planning calendar for Greensboro organizations, (2) Discuss ways of making our calendar work well with other area calendars, (3) Establish a social media policy (4) Improve the effectiveness of our year-round electronic communications and (5) Find new cover art for the directory.

Our major goals for 2014 were to continue a robust web presence for the Greensboro Association and to communicate year-round with members.

- This year the president's letter, the membership letter, the newsletter and the Directory were created, printed, and mailed directly from the printer. All mailings were posted to our website.
- We continue to send both email and paper communications. 317 members have opted out of paper mailings. About 30 paid members (40 in 2013) do not have or won't give us email addresses. We will continue to urge the take up of electronic communication and dues payments, which saves us postage.
- We sent 19 emails to the membership during the year, with subjects re: Circus Smirkus, the recently passed Lakeshore Zoning regulations, the GA Endowment and 501c3 status, the Caspian Challenge, several other general or summer news emails, the Presidents Letter and membership email, the Newsletter and membership reminders. We welcome feedback as to the number of emails (too many? Too long?)
- We maintained our online database as the primary membership and information database. We generated all mailing lists from this online data.
- 144 members paid via Paypal (105 in 2013 and 19 in 2012), including about 7 new members. Membership renewal was offered both by mail and via electronic means. We received many updates via email of member address changes and additions.
- We continued to invite adult children of members aged 25-29 to join the GA as complementary members.
- We collected online dues payments for the Caspian Challenge.
- The directory was again created and edited completely online this year.
- The Green Sheet was available to download and in hard copy form.
- We are actively managing a Greensboro Association facebook page and group with information about GA activities, local organizations and businesses, and fun events. We added a Twitter feed @GboroAssoc

Respectfully submitted,

Linda Ely, Chair and Directory logistics; Betsy Hunt, Web, Member records and Directory; Cilla Smith, Green Sheet Calendar; Niall Kirkwood, Newsletter; Susan Wood and John Stone, consultants.