

The Greensboro Association Membership Committee 2020 Report

Linda Ely and Betsy Hunt

The Membership committee is responsible for maintaining the membership database, for maintaining an electronic capacity for dues and donations, for sending the annual dues appeal in February, for assembling and printing the biannual membership directory and for outreach. We are also responsible for generating lists of email and snail mail address information for the communications committee and for the Fund for Greensboro.

Our major goal for 2020 was to successfully use the Membee membership platform to allow dues notices and dues payments for our membership. A second goal was to produce the biannual printed membership directory for sale at Willey's Store, and to maintain the electronic database available for our members on our website. The GA online membership database was launched in mid August to the membership, and 225 copies of the updated 2020-21 biennial printed directory were delivered to Willey's Store for sale in June 2020. The directory was printed by L. Brown and Sons Printing of Barre, VT.

Our existing database was migrated to the Membee platform in 2019, and was used for the dues process beginning February 2020 and running through May. Although there was a significant learning curve to both get ready for the process (make sure the data in the database was correct) and to initiate and monitor the annual dues appeal, the Membee system worked very well and the support and help provided by the membee platform was exemplary. The majority of the appeal was electronic, although we did send 60 paper notices to members as well. The process was made more difficult by the timing, as the membership drive (and Membee work) occurred during the Covid crisis with a resulting time crunch for volunteers maintaining and administering the system.

We provided a list of members for email communications multiple times during the calendar year, and sent the annual appeal for dues in February both in electronic and where warranted in paper form. We also set up and sent several appeals for the Community Relief Fund in conjunction with the Covid epidemic as well as an offer to mail directories to members who may not be able to make it to Greensboro in this difficult and unusual travel year.

Our committee works in conjunction with the finance committee to support dues payments and donations made through Paypal.

We did not work specifically on outreach this year.

Respectfully submitted, Linda Ely and Betsy Hunt