

## **MSF Membership Committee**

### **Mission Statement:**

To recruit new members in the MSF Area and to maintain the current membership by using a variety of methods and avenues to increase the possibility of success

### **2009 Goals:**

- send letters to residents to ask members to renew their membership
- send thank you letters to all members
- place articles in the MSF Newsletter and MSF Website explaining reasons to be a member and donate; place membership envelope in each Newsletter; maintain MSF membership form on website
- greet new neighbors as they move into the neighborhood, delivering material about the neighborhood, the Design Guidelines, membership form, copy of latest Newsletter, information about MSF website, etc. and collecting contact data about the new residents
- enter 2008 membership data from spreadsheet into MSF website database and reconcile contributions with Treasurer and past membership reports
- enter 2009 membership data into MSF website database
- use the MSF database to analyze membership data by subsets (street of residence; primary preservation area v. secondary preservation area; current year v. past year(s); condo v. home v. business; etc.) to better focus efforts
- use the MSF database to help increase the efficiency of storing membership data and generating renewal and thank you letters
- work with planning MSF social events to help insure events are conducive to bringing in new members
- determine if MSF board members are friends of non-members and ask Board members to help in the recruitment of these individuals
- attend social events and other neighborhood events to provide opportunities to meet neighbors in MSF Area and encourage membership

Nancy Whitaker

December, 2008