

Membership Committee Report August 2010

June 2010: Requested to have \$5M promo placed in Summer addition of PA TT--complete

June 2010: Promoted \$5M at the JZ and WP WITO event to 150+ participants, volunteers and instructors

June 2010: Created a Top Ten list of reasons to recruit a new member using the \$5M promo today and sent an email blast to the local chapter presidents thru Joe Drolet

June 2010: Obtained and reviewed ad rates for the Pa Outdoor News for consideration of placing an ad for membership—discussion needed—expensive

July 2010: Started investigating the possibility of sending the \$5M promo to members as a direct mail piece—still in progress

July 2010: Sold one more \$5M promo membership (12)

July 2010: Prepared 5 minute speech regarding the \$5M promo to be presented at the President's Leadership Workshop on August 1st (significance of the achievement; why we need to recruit more members; the incentives—what's in it for us; state chapter, local chapter and individual member goals; ideas and plan on how we will reach these goals)

July 2010: Emailed verbiage to Bob Kasun to be used in the \$5M Celebration and Membership Drive press release

July 2010: Communicated with TT Committee regarding adding verbiage to the \$5M promo for the Fall Edition of TT

July 2010: Began brainstorming in regarding to putting together the membership drive promo for 2011—I have some good ideas to be discussed