

Membership Committee
Mary Headrick, Chair 1/09/2019

The membership chair should be “qualified” to use the SC membership files. Currently that is the HELEN database, but soon it will be Sales Force.

Mainly, what I do is send the welcomes to new members - email or snail mail on an almost monthly schedule.

I also help at tabling events where we have membership info - although we ought to have sign up then and there option instead of just giving a web address -

As you know, for the new member welcomes,

- 1) download the HELEN database member list
- 2) sort for most recent two month new members
- 3) check to see if any were already welcomed in the last cycle
- 4) sort for those with emails that allow email contacts and for the rest for snail mail letters
- 5) update the welcome letter to mention the next program and outings or special invite like annual picnic
- 6) send the email welcomes
- 7) print address labels, print snail mail letters and stuff, stamp, return address the envelopes and then mail (typically 20-30 letters, 20-30 emails on each welcome).

For tabling, we tell about Sierra Club activities and give the web address to join online. (This is something anyone can do with about ½ hour of preparation. We usually have most all the information in our exhibits at tabling events.)

You know the tabling events better than I but I have included:
Union County Heritage Festival on two occasions (solo by Mary Headrick).

Ideally, a membership chair would also have membership drive activities to attempt more members.