



## **Membership Committee Annual Report 2022-2023**

### **Purpose**

The LWVMT Membership Committee meets monthly with the goal to create opportunities for membership to gather, as well as celebrate, promote, and grow membership in the LWVMT.

### **Chair**

Jenni Gray

### **Committee Members**

Karin Lackey, Jenni Gray, Patti Mullen, Corinice Wilson

### **Meeting Schedule (how frequently and when met)**

Second Monday of the month via Zoom

### **Overview of Year's Activities (goals, activities, events, challenges, etc.)**

- Membership Committee partnered with Fund Development to host a Thanksgiving dinner and fundraiser at Elote.
- The committee started our Election Hangover event series, which we intend to be an ongoing event over the years.
- The committee designed membership swag via Printful, which attendees get to see at the annual meeting.
- Developed membership plan including membership cards and tiered membership gift plan
- We are preparing to open our online store for members (which is also a fundraising opportunity).
- We send a personal welcome email to new members from the Membership Committee Chair.
- The committee planned the Annual Meeting.
  - Secured location and catering
  - Identified and invited speaker, including developing questions
  - Set ticket price
- Challenges:
  - Low attendance from membership at events (particularly the Election Hangover event), but hoping it'll grow as we continue to make it a regular occurrence.

### **Recommendations**

- Encourage board members to participate in and share membership events
  - Share events with other organizations like TYPROS
- Publish link to purchase promotional items on social media and website
- Develop membership directory
- Collect phone numbers for opt-in text reminders
- Implement tiered membership gift plan