

LWVMETRO COLUMBUS MEMBERSHIP COMMITTEE 2017-2018

Chair – Gloria Davis

Members – Mim Brierly, Marsha Calloway, Zita Divis, Anne Hammerstein, Mary Austin Palmer, Jan Patton, Cheryl Roller, Beth Stohl,

Ex. Officio – Brent Taggart

Numbers, numbers, numbers! It's all in the numbers. At the beginning of the League's fiscal year, July 1, 2017 we had 255 members. It is anticipated that at the end of this fiscal year, June 30, 2018 that we will have 275, a net gain of 25 members even after having to drop 36 non-renewals in January.

Encouraging members to renew yearly and especially first year members is a continuing issue. Despite Membership Committee members making calls, sending texts and emails we had to drop 36 people. First year members who have not participated in any League program/event and have not made a connection are much more likely not to renew. This confirms that a mentoring program, connecting veteran members with first time members could help us grow. The mentoring program was coordinated by Cheryl Roller, was unveiled in January with a series of eVoter articles recruiting veteran League members to volunteer to be mentors. New members are asked to join the program by responding to an interest survey which provides information for making a good match. As of May 7, ten mentees have been matched with mentors. Anecdotal feedback has been very positive. There will be ongoing recruitment of seasoned members as the mentoring program is established.

The new member orientation brunch was held on Saturday morning, October 21 at the Bexley Public Library and attended by 18 new members. Ex. Officio member Brent Taggart led a spirited team game of "Catch Phrase" with a panel of experts, Bryan Peluso, Mary Austin Palmer, Bar Hykes, Deb Peuloso, Kitty Burcsu and Beth Taggart providing the answers. A tasty brunch was provided by Beth Stohl and Christina Moseley. Evaluations were very positive.

Welcome phone calls to new members are made 2 weeks after a welcome packet is mailed from the office. New members interests are noted and passed along to the appropriate committee/person for follow up. New members are recognized monthly in the eVoter.

The committee participated in contributing to the Membership Welcome Basket for the Holiday Auction which brought in over \$200.

The Committee has been the incubator for 2 new projects. Mary Austin Palmer has spearheaded the current Voter Service/Membership project involving registering high school and college students. Another is a "postcard reminder to vote" project that will be unveiled at the Annual Meeting. It will be opportunity for members and especially first year members to come together and participate in a short voters service activity the week before early voting begins in October.

Opportunities to recruit new members are pursued throughout the year. Membership information is available at candidates forums, educational meetings, community festivals, at registration drives, at Columbus Metropolitan Club forums that we co-sponsor and through the eVoter newsletter which is sent to over 50 non-members.

