

## Outline of membership discussion for board meeting of 11/10/16

Current committee participants: Janna, Bella, Frankie, and possibly Marcia (who also expressed interest in Sangha Harmony);

For quick discussion: Do we need another member or two? Do we need a male member?

Proposal is to start small; concern over too much discussion around being a member and too much differentiation between members and nonmembers.

- We are all introverts; it's really easy to get us to shy away

Near term activities :

- Meet as a committee to examine the list of non-members who are on the mailing list. (Domyo can provide)
- Each committee member chooses three (or five? ten?) members that he/she agrees to have a simple conversation with over the next few months
- The conversation is simply (1) Are you a member? (2) I am and here's why I became a member (3) It's really easy, here's how... (4) Here's how it benefits our zen community.
- One committee member works with Domyo to include a membership message in the annual end of year letter: (1) Include the points above about why membership is important, and (2) Ask current members to consider increasing their membership

The formal part of the presentation stops here. The presenter then highlights the rest of the ideas below as things to be discussed at the committee level.

Reconvene the committee in January or February to determine:

- How did the above membership discussions go?
- Are their improvements in membership based on the two activities above?
- What other steps does the membership committee want to take?

Other ideas to be discussed as a committee at the second and future meetings :

- Highlight the fact that there is a membership by setting up a differential in fees for all activities. For example, a retreat would be \$25 for nonmembers and \$20 for members. Hopefully that would generate questions about membership. Also at the announcement section always mention something about membership or members.
- During introductions before the discussion on Sundays and Tuesdays, welcome someone who is attending for the first time
- Create a welcoming committee of five rotating members.
  - Make sure that each new person who comes in and has an opportunity to sign up for the Weekly email newsletter. The newsletter is a great opportunity for people to learn about our organization.
  - Someone from the welcome committee would approach each new person during break and introduce that person to other attendees and make sure they feel welcome; answer any questions; make sure that they are on the email list for the weekly news letter if they'd like to be

- Someone from the welcome committee would approach people who have attended once or twice and follow up in the same way when someone's attending for the first time
- The newsletter would be used to engage people individually with a section to welcome all people who attended that week and are new to the organization.
  - There would be a section to welcome and introduce new members and to highlight information regarding the new members
  - There would be a section to thank people or acknowledge what anyone has done to contribute to the organization
  - Do we need to consider someone other than Domyo taking on the activity of the newsletter
  - A quarterly update section on membership numbers and income compared to our 2017 goal;
  - A short article written by someone other than Domyo: what it means to be a member or why he/she became a member, the Buddhist approach to fundraising, etc.
- Develop talking points for: Why become a member? Be able to tell your own story about why you joined BWZ and how you benefit from being a member.
  - Two targets: Current members and nonmembers. Create separate strategies or talking points for each.
    - Nonmembers that are becoming more active may be most likely to become members. Ways to identify them: track their attendance at daylong retreats, potlucks, teas with Domyo on first Saturdays, etc.
- Name tags that stay at BWZ: for members and nonmembers. Members' tags have a red dot on them or other distinguishing feature.