**NYSARH**

**Notes of Membership Committee**

**February 12, 2019**

Present: Jack Salo, Jenny Leszyk, Richard Merchant, Sara Wall Bollinger

Excused: Tess Barker, Jackie Leaf

1. January minutes approved.
2. Current membership [see attached].

We have raised $3,905 toward our goal of $14,000.

1. Discussion of Member Management System. The system is working now.
2. Membership Recruitment Campaign status: We are behind where we were last year. Additional effort is needed.
3. Internal campaign [Sara & Kristin] to contact 2018 members who have not yet renewed.
4. Board campaign to reach out to new prospects [see instructions] using tracking system on the Board Portal.
5. Targeted Student Campaign. Richard will share marketing material used last year for review.
6. Communication: Richard suggested a communique from Barry outlining recent advocacy efforts and including the Rural Health video be widely distributed soon, in advance of the membership solicitation.

1. Jack raised a concern brought to him from Jackie re: impact of rolling rather than calendar year memberships. It was agreed to respond by requesting specific reports from the Member Portal.
2. Next meeting: March 5, 2019 at 1PM.

Sara Wall Bollinger