

- *HCR draft letter by EOW 11/30/23
 - Pay for your 2024 Membership in December - get it in before taxes
 - Review of this year
 - Goals for next year
 - Include option to join committees (check boxes)
 - Include one - "I'm too busy"
 - *HCR pull mailing list
 - Outstanding
 - January renewals
 - Stars
- THREE drafts
 - Thanks for buying a star
 - Great time to renew
 - Why not become a member
 - Renewals
 - Those who didn't respond to July push
 - Those up for renewal in January
 - New Members
 - Those on the "low fruit" list
 - Those on the clean mailing list
- Drive towards January
 - January 31 deadline to participate in February event (Feb event true deadline)
 1. Email in early december
 2. Letter drop in mid-end of December
 3. Email in January
 4. Calls in January
 - Phone Bank list & date for Board Members
 - List handed out in mid-December
 - Who do you know
 - Who are you connected with
 - Who would you like to reach out to
 - Emails/Calls made by _____
- Break on star price for members
 - \$100 vs. \$110/\$125 kind of thing
 - PROPOSAL: Sign up at our "Drive" times of year - get all signage (heart, bee, star) at \$75/sign, on top of membership cost
 - Easier bump to sponsorship - if you're going to pay ____, may as well [ay \$700 - get a "free" star, etc.
- PROMO VIDEO
 - Trade for Membership with Becca (HCR reach out)
 - Short trailer re: value of membership
 - Include in email outreach - January
- Pop-ups on website
 - Gather email addresses

- Concern about annoying people
 - Can be effective mechanism
- Stronger use of website calendar
 - GBA events included in calendar - full info
 - Bridge to Visit Greenfield (not replacement for, in addition to) - catches people taking the next step from tourism to learning more about living, working, starting a business, etc.
- Ambassador program
 - Sign up two new members, get a free year
- HEARTS marketing campaign
 - Buy one for your favorite business
 - Promote love events of the season
 - Get someone to propose!
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