

WWPNA Membership & Communications Committee - December

Dec 14, 6pm via Zoom

Attendees: Kelly, Kathryn, Dawn, Amy, (Abbie excused)

Action items are **highlighted yellow**

2021 Membership / Communication strategy

- Still need to use snail mail for those we don't have email addresses for. Tenly helps with that.
- Kelly - What wording can we harvest from other sources to solicit memberships and donations?
- Kathryn - what does Baker use?
- Dawn has some "pay as you can" language we can look at
- Robbie from Curtis Park may have some language.
- Edits are needed to membership form on newsletter and in Square. Kelly and Dawn to work on this. Amy to update print newsletter membership form and share with Kelly and Dawn.

Event Sponsorship Levels

- need to add year to partner logos, then can use them on social media and other communications.
- Approve levels in this [document](#) next month?
- Kelly will talk with Robbie and look at approving it in January.
- After approval, Amy to put together a fancy document with "about our membership" and sponsorship tiers on the back side for Dawn to use.
- Kathryn will work with David and Linda on the 4th of July sponsorship levels so that we're coordinating and in sync.

Next meeting - figure out if we really want to be posting up posters on light poles and little libraries. Explore reusing signs corrugated plastic. Discuss in January.

Kathryn will share 4th of July sponsors list with Dawn.

Events:

Holiday Lights Contest update

- Prizes: Amy will pick up 3 gift certificates: Hornet, Vietnamese coffee shop... Tí, Ky Inn
- Kelly to ask Tenly about finding a trophy for the "Best Block" winner
- Still have some more posters to hang

Community Yard Sales - May 21

- Still need an organizer - will advertise in Jan print newsletter and enews. Need to find someone by around March.

Fall Home and Garden Tour

- date? - Let's get this set soon. Make sure not to conflict with WPENA or Baker, look at weather. Possibly 2nd weekend in September? **Sept 10.**
 - Ideally get homes to commit in time to get in the July newsletter? **June 1**
 - Could have a table at the 4th of July event. Promote it on the ribbon?
 - Carolyn and Abbie to organize
 - Amy to Connect Tim (did the last garden tour) to Carolyn and Abbie. Mary Dreger (organized volunteers) and Brenda Riske organized the last home tour in 2018. Sherri Way has also helped organize in the past. Charlie also has been involved.
-
- Amy to update Carolyn and Abbie on concerns about covid and see if they can come back to us with a general plan for this event.

Print Newsletter:

- Dawn, advertising **Dental arts of Cherry Hills - Dawn will follow up to see where the ad is.**
- Amy meeting with Eileen to get feedback. **Amy to ask Eileen about a name for it. The WWPNA "The WIT". Kathryn will think more about this.**

Website:

- **Need to change out membership language. Kelly working on this and will send to Amy.**

Enewsletter:

- Switch to SquareSpace will happen in December.

Administrative:

- ~~Kelly will be bringing Abbie, Charlotte, Amy, Jen? together to discuss archiving.~~