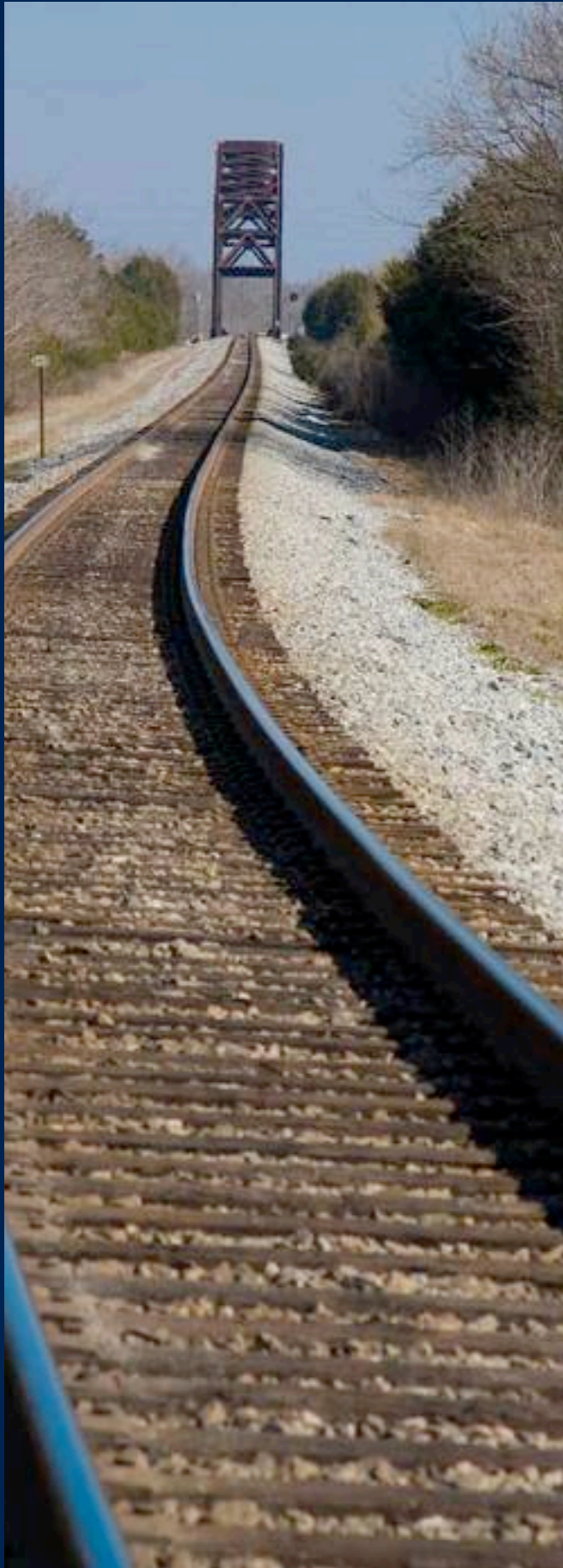


CCRA PROPOSED
RESIDENTIAL MEMBERSHIP
LEVELS
& BENEFITS

October 10, 2019



Even if you are on the
right track, you'll get run
over if you just sit there.
~ Will Rodgers

WHY CHANGE?

- **Proper accounting of the membership numbers**
- **Increase revenue**
- **Comparable to other civic organizations, museums, non profits, etc.**
- **Attract and retain membership**
- **Can't Do the Same Thing and Expect Different Results**
- **Garner more support- improve advocacy, development, PR, marketing etc.**

An Organization Committed to Improvement will not stay Stagnant



<p>Individual (\$55)</p>	<ul style="list-style-type: none"> • Member receives membership card • Receive weekly and quarterly newsletters • Merchant Member Discounts 	<ul style="list-style-type: none"> • Member receives 1 membership card • Receive weekly and quarterly newsletters • Merchant Member Discounts
<p>Under 35 (\$40)</p>	<ul style="list-style-type: none"> • Member receives membership card • Receive weekly and quarterly newsletters • Merchant Member Discounts 	<ul style="list-style-type: none"> • Member receives 1 membership card • Receive weekly and quarterly newsletters • Merchant Member Discounts
<p>Senior (\$45)</p>	<p>Member receives membership card</p> <ul style="list-style-type: none"> • Receive weekly and quarterly newsletters • Merchant Member Discounts 	<ul style="list-style-type: none"> • Member receives 1 membership card • Receive weekly and quarterly newsletters • Merchant Member Discounts

Family (\$85)

- **Members receive membership cards**
- **Receive weekly and quarterly newsletters**
- **Merchant Member Discounts**
- **Can add spouse/partner if at same address**

Patron (\$200)

- **Members receive membership cards**
- **Receive weekly and quarterly newsletters**
- **CCQ Recognition**
- **Merchant Member Discounts**
- **Members receive membership cards**
- **Receive weekly and quarterly newsletters**
- **CCQ Recognition**
- **Merchant Member Discounts**
- **1 Free ticket to the House/Garden Tour Event**
- **Can add spouse/partner if at same address**

Angel (\$500)

- Members receive membership cards
- Receive weekly and quarterly newsletters
- CCQ Recognition
- Merchant Member Discounts

- **Members receive membership cards**
- **Receive weekly and quarterly newsletters**
- **CCQ Recognition**
- **Merchant Member Discounts**
- **1 free ticket to Celebration AND House/Garden Tour Events**
- **\$50 to be donated to the Neighborhood Beautification Campaign**
- **Recognition at Annual Meeting**
- **Recognition on Website**
- **Recognition on Social Media**
- **Can add spouse/partner if at same address**

Legend (\$1000)

- Members receive membership cards
- Receive weekly and quarterly newsletters
- CCQ Recognition
- Merchant Member Discounts

- **Members receive membership cards**
- **Receive weekly and quarterly newsletters**
- **CCQ Recognition**
- **Merchant Member Discounts**
- **2 free tickets to Celebration AND House/Garden Tour Events**
- **2 free tickets to any CCRA hosted event**
- **\$100 to be donated to the Neighborhood Beautification Campaign**
- **Recognition at Annual Meeting**
- **Recognition on Web- site**
- **Recognition on Social Media**
- **Can add spouse/partner if at same address**

Summary

- 1. Creating an Individual and Family Membership & Eliminating the General Membership.** This will generate more dollars and more importantly give us a true accounting of our membership numbers, helping in marketing, advocacy, goal setting, PR, development etc.
- 3. Increasing the Senior Membership to \$45 from \$40 because almost 1/3 of the membership are seniors.**
- 4. Eliminating the Sustaining Level (\$150) & Lowering the Patron Level to \$200 (was \$250)** in the hopes that most of the 56 households in the Sustaining Level will bump up \$50 to the Patron Level. Currently there are 22 households in the Patron Level. This month, there will be a net increase of \$1700.
- 5. Adding More Benefits to the Angel and Legend Memberships**

REVISE FORMAT/SOPHISTICATED PRESENTATION

JFCS Sponsorship Opportunities

Benefits	\$500 Contributor	\$750 Patron	\$1,500 Advocate	\$3,000 Believer	\$5,000 Builder	\$10,000 Innovator	\$18,000 Champion	\$25,000 Leader	\$36,000 Visionary
Tickets to JFCS Stepping Out event *	2	2	2	4	6	8	8	10	10
Recognition in JFCS Annual Report, JFCS Stepping Out event program, JFCS Annual Meeting program, and on JFCS website	•	•	•	•	•	•	•	•	•
Package of 5 JFCS Tribute Cards		•	•	•	•	•	•	•	•
Recognition in Jewish Community Voice newspaper			•	•	•	•	•	•	•
Recognition at JFCS Stepping Out event			•	•	•	•	•	•	•
Opportunity to distribute company materials in JFCS Stepping Out event giveaway bag				•	•	•	•	•	•
Invitation to JFCS Annual Meeting Pre-Reception and recognition at JFCS Annual Meeting				•	•	•	•	•	•
Recognition on JFCS Stepping Out event invitation					•	•	•	•	•
Opportunity to distribute company materials at JFCS Annual Meeting						•	•	•	•
Name on JFCS website homepage and in JFCS NEWS email newsletter to the community							•	•	•
Quarterly "thank you" messages on JFCS Facebook page, and JFCS Twitter page, and JCC lobby TV							•	•	•
Name or logo in JFCS NEWS annual print newsletter to the community								•	•
Naming rights to a JFCS program for one year									•

* Stepping Out tickets are not tax deductible.



For more information on corporate or higher-level sponsorships, planned giving, or other giving opportunities, please contact Beth Wynne, Associate Executive Director, at 856-424-1333 or bwynne@jfedsnj.org.



Moving beyond the status quo





PROPOSE A RESOLUTION



Thank You!