

Membership Committee Report 6/8/2021

Membership Stats

Attached.

We have broken the 1200 mark and looking forward to continued growth!

High-rises

- a. The Savoy building memberships have been activated.
- b. Two Liberty Place is our newest Building Member thanks to CCRA's collaborative work and relationship building with Jane Green of the Streets Coalition. TLP is following the Murano model and their operations budget will pay for all 115 residents to become CCRA members. This is our 5th high-rise to join our program!
- c. Rick Gross has reached out to 10 Rittenhouse next to see if we can get the floor to present.
- d. Our next prospective building will be be 2101 Co-Op.
- e. If any Board member has connections/relationships with a high-rise or lives in a high-rise, please reach out to Michele to discuss the possibility of building memberships.

Merchant Partner Program (MP)

Breslow Partners with the help of Amy Jared and Michele Ettinger created and completed a fabulous Merchant Partner brochure. We have identified potential prospects and are looking to offer a wider variety of Merchants Partners for our membership base. Look for more additions this summer.

New Membership Committee Mission Statement

Susan Kahn and the membership committee updated their committee mission statement for the website. <https://centercityresidents.wildapricot.org/CCRA-Committees>

New Initiatives/ Summer Jobs

a. The membership committee agreed to explore the possibility of expanding the Stewardship Program and identify another demographic group 'Long Time' members. Travis will help us collect those names throughout the summer and any history depending on records kept. We may explore the 5, 10, 15, and over 20 year members to get an idea of numbers. It is a great year to steward this demographic, especially if we can incorporate it into our 75th year celebration.

b. A membership sub committee will explore creating a system to channel our new and existing member requests to join certain committees, projects, task forces etc.

Membership Meet & Greet

We will be looking into an in-person member Meet & Greet as Philadelphia restrictions are being lifted.

Respectfully submitted-
Michele Ettinger

Membership Tracking by Month

Residential Members	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Individual (formerly General)	369	377	383	389	391							
Family	104	112	135	153	154							
Senior	309	299	302	302	304							
Under 35	37	38	44	46	43							
Building	119	172	172	173	187							
Patron	80	82	83	76	78							
Angel	3	4	4	4	4							
Legend	2	2	2	2	2							
Residential Total	1,023	1,086	1,125	1,145	1,163							
Business Members												
Friend	34	32	28	31	30							
Supporter	5	5	5	5	5							
Patron	3	3	4	4	4							
Champion	6	6	7	8	8							
Business Total	48	46	44	48	47							
Total Membership	1,071	1,132	1,169	1,193	1,210							
Merchant Partners	19	20	20	20	20							

Net Month over Month Membership Changes - Gain / (Loss)

Residential Members	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Individual (formerly General)	1	8	6	6	2							
Family	6	8	23	18	1							
Senior	(14)	(10)	3	-	2							
Under 35	1	1	6	2	(3)							
Building	66	53	-	1	14							
Patron	(2)	2	1	(7)	2							
Angel	(1)	1	-	-	-							
Legend	(1)	-	-	-	-							
Residential Total	56	63	39	20	18							
Business Members												
Friend	-1	(2)	(4)	3	(1)							
Supporter	0	-	-	-	-							
Patron	1	-	1	-	-							
Champion	0	-	1	1	-							
Business Total	0	(2)	(2)	4	(1)							