

Membership Committee Meeting Minutes 06/29 - Zoom Call

Present: Rebecca Eccard, Jess Dodge, Magen Moran, Susan Patterson, Matthew Jenkins and Jason Tice

1. Review of FHANA Mentor Template Email :

**Committee all liked the letter and approved it. Letter will be sent to Jason to have in office.*

**Magen asked if members that joined previously could have a mentor. Jason said yes. In our innetive to bring old members back we should look at members who only registered once and send them information on the Mentor program. Magen also stated she never heard from her Mentor, likely email was sent to spam so we will need to work with Social Media to let people know we have the program and then new Members might be on the lookout for the information.*

**Concept of Mentor Reviews for Social Media, Rebecca will reach out to the Mentors and ask them each for a success story. We would love to have 1 example from each of them on how their Mentee was helped by the Mentor Program.*

** Becca asked everyone to think of ideas and/or ways we can track some data on the program for the next meeting.*

2. Review of Questions for Survey for FHANA Members who have not renewed their memberships.

Round Table Discussion on questions and ideas for the letter.

- The letter should be all ona positive tone.*
- If FHANA could offer you additional resources what would they be?*
- What is your favorite thing about FHANA*
- What type of member are/were you? Breeding? Showing? Pleasure?*
- How would you like to be involved in FHANA*
- What would get you excited to re-join FHANA*
- What is important to you about being a Friesian owner.*
- Key Words " We've missed you" "We are revamping our membership program" "Identify ways to improve" "Be part of the change"*
- Renew today membership good till 01/31/2024*

Rebecca will put together the letter for the Committee to review with a plan to approve at the July Meeting, send to the Board in August for approval and then send the email/survey in September.

3. Round Table discussion on ideas for the FHANA Futurity.

- Becca will outline ideas for this initiative for discussion at the July Meeting.*

4. Review any old business or concerns.
Committee would like the board to approve Corrine Hill as a new member; she will join us as a guest at the next meeting.

 5. Set up a new meeting date and time.
Next meeting will be 07/28/2022 7pm EST, the meeting date for this meeting is changing due to Jess returning from England.
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