

FCCJ Marketing Member Committee Monthly Update April 2025

April 8, 2025

There are no requests for board motions at this time.

There was no formal meeting of the Membership Marketing Committee as of April 8, with one planned for the last month of April which will be reflected in the May Monthly Update. I have two additional members who have tentatively agreed to join the committee on a monthly basis going forward.

Brief updates:

1. At the invitation of Nakamoto-san, I attended the Business Planning Task Force meeting on April 1 to update them on marketing issues.
2. I shared the marketing recommendations that were prepared by Bob-san and the social marketing recommendations prepared by Campbell Hanley with Nakamoto-san and we discuss that briefly on April 1.
3. The primary “to do” item for marketing is to work on improving the sales funnel from interest to application.

The goal is to increase the number of qualified leads that can be put into an effective process that gets them interested enough in joining that they request a Club tour and have an opportunity to learn about all of the benefits the membership provides, including the facilities, activities/events, and engagement with other members.

Signed, Gary Bremermann