

## FCCJ Marketing Member Committee Monthly Update April 2025

May 9, 2025

### **There are no requests for board motions at this time.**

There was no formal meeting of the Membership Marketing Committee as of May 8th, though the intention was to have one in late April. I have two additional members who have tentatively agreed to join the committee for a monthly meeting going forward and I will be sure to make it happen this month.

Brief updates:

1. Initiated planning for a collaborative event with the Page Society in June <https://page.org/> featuring their new CEO Rochelle Ford who is visiting from NYC.
2. Discussed the need to have more luncheon events with “big name” speakers that will draw attention to the club including bringing in non-members to visit the club. Related to this is a reminder to the Board that we standardize a “pitch” to non-members attending all events to encourage them to consider applying for membership.
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