

## FCCJ Marketing Member Committee Monthly Update June 2025

June 2, 2025

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

There was no formal meeting of the Membership Marketing Committee as of June 2nd. We finally have 4 members, including me, and I'm working on arranging a lunch meeting very soon. I could use some advice/insight into how other committees manage monthly meetings (online or in person at FCCJ).

Brief updates:

1. Confirmed a collaborative event with the Page Society on June 23<sup>rd</sup>. <https://page.org/> featuring their new CEO Rochelle Ford who is visiting from NYC.
2. I'd like to reiterate the importance of having event chairs/MCs read a very brief pitch for encouraging non-members who are attending events to consider Club membership. This will also reach the online audience as well. I think one of the biggest misunderstandings I hear when talking to people about the Club is that they think it's for journalists only. I hear this frequently and a brief statement would dispel that notion.
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.

We still need a short and simple introductory video, a landing page to "sell" the Club, and a process to ensure that leads are converted to applications.

Signed, Gary Bremermann