**MEMBERSHIP GROWTH COMMITTEE, BRANCH NB-62**

**2021 REPORT TO AGM - May 03, 2022**

The Membership Growth Committee (MGC) was composed of volunteers: Evans Estabrooks, Glenn Fraser, Mariet van Groenewoud, Agnes Murphy and Elise Young. Glenn Fraser joined and Agnes Murphy left the MGC during the year. We thank all volunteers for their service.

**Branch** **Membership**

The number of Active Members in the Branch was 1865 at the end of December, 2021. This number is down slightly from 1870 members at the end of 2020 and follows a similar decline in recent years. During the past year 47 new members joined while 88 became Inactive due to death, cancellation or non-payment. During Covid restrictions, the main goal of the MGC was to stop the decline in membership.

**Branch Goal: Promote Membership Retention and Growth**

The goal is to grow the membership through engagement of members and recruitment. The MGC goal was to retain or recruit 70 members and this goal was not met due mainly to Covid restrictions that prevented meeting with members and prospective members.

**Overall M G C Actions and Branch Efforts:**

1. Encourage communications with branch members through e-blasts, emails, website updating, articles in SAGE and development of a hard copy branch newsletter. A Branch Communications Committee was established during the past year to enhance communications.
2. A Welcome Letter from the Branch President was sent out to new members three times during the year to advise new members of local activities and introduce local partners.
3. Contact was made with 18 non-paying and inactive members by telephone to determine their status and encourage renewal. About 40% of the contacts indicate that they wish to rejoin and offered thanks for the telephone call. Up-to-date contact information continues to be an issue as members change addresses and telephone numbers.
4. No Federal worksite visits were made during the past year due to Covid restrictions.
5. No in-person Branch information sessions, dinners or advocacy forums were held during the past year due to Covid restrictions, but a successful Zoom All Candidates Session was held prior to the last Federal election.
6. The Branch supports the National recruitment efforts by having a Branch representative on the National Ad Hoc Recruitment Committee that met by Zoom three time during the year. National membership numbers have dropped during the past two years but appear to be improving by year end 2021. The branch MGC has supported and encouraged members to help get new members during the National Mega Recruitment Drive and other national efforts during the past year.

Respectively submitted: Evans Estabrooks, MGC Chairperson