



NAD Membership Committee Report 2008-2010

Margie English, Chair



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- Reviewed and provided input to new marketing communications initiatives, and report activity.
 - Formulated a high-level marketing communications plan to strengthen the NAD brand
 - Tactical plans developed on-the-go in collaboration with HQ.
 - Marketing of the NAD conference
 - Event marketing at local and national shows (specifically DeafNation and NVRC)
 - Volunteer recruitment for local, regional and national shows
 - New approaches during conference
 - New member orientation
 - Guidelines to focus on relationship with NAD in vlogs submitted by conference sponsors
 - Other organizations host events/conferences/galas with input from sponsors that focuses only on the hosting organization and its initiatives
 - Content planning for social networking approaches
 - Deaf History
 - Announcements of NAD initiatives
 - Announcements of State Association initiatives



Input on surveys before release to members

- **Response from members assisted NAD with planning its direction with NADmag**
- **Input showed that our members is interested in online content publishing**
- **Pending response on conference proceedings**

Collected input for revision of conference marketing materials prior to mass contact with members

Input via exhibits produced the following observations:

- **Members are not sure when the last time they renewed**
- **Many like the direction NAD is taking with social networking**
- **Vlogs are great – very informative.**
- **NADtweets help people stay connected with what's happening across the country and with NAD**



The average member of Deaf community are not familiar with history of Deaf in the USA or with what NAD is currently doing.

- **Many signed up after they understood the mission of the NAD and heard the story about why NAD was established.**
- **Many said they would love to volunteer if they knew about opportunities to do so, and how to do it.**
- **Many say they want tips on how to learn more about NAD and its system.**
- **Some say that they would like to attend informative events about NAD.**
- **Some members want affinity programs.**



Review current membership database to review current approach
New database was implemented a year ago.

Met with NAD HQ to explore features/function of current
Customer Relationship Management (CRM) program.

Reporting feature is new to NAD.

Provided templates for automated email response for online
membership subscriptions/renewals.

Database is open source.

Requested access to the CRM so that we can identify reporting
features/templates to measure progress with recruitment of new
members/donors.

Submitted to HQ a plan for simplified input of new members
during 50th Biennial NAD Conference.