

# Membership & Marketing Meeting

## MINUTES

MARCH 24, 2010

10:30 AM – 12:30 PM

ATTENDEES	Heather Hendriksen, Marlee DiCristofano, Cara Munson
-----------	--

### Agenda topics

#### GENERAL DISCUSSION

DISCUSSION	<p>- Advertising for profit? Marlee approached by a company that wanted to market on our website. Could be source of income, but would have to be in line with our mission. Will discuss with Board.</p> <p>-Expand coalition statewide? Marlee brought up Judy's suggestion to utilize WIC breastfeeding coordinator's expertise to expand to Davis County. Need to clarify with Judy, specific intent to expand through WIC?</p> <p>-Mission of UBC: Increase breastfeeding rates in Utah! Can be accomplished through number of means (educating healthcare providers, community outreach, sharing information directly with moms)</p> <p>-Website: When redesign would like to have divided into for healthcare professionals, for members, for moms (with links, basic information). Need a way to input names and email for organizations.</p> <p>-Social marketing: Facebook page to get coalition name out there. Join this group or Become a fan. Check to see if other coalitions have facebook pages.</p> <p>-Membership drive: need big push to increase membership, get word out about UBC. Hard to accomplish without someone over membership &amp; marketing. Need to recruit for these positions!</p>
CONCLUSIONS	<b>Heather to build UBC facebook page , Marlee to recruit person to be responsible for membership and marketing (2 different people ideal) by end of April.</b>

#### MEMBERSHIP & MARKETING

DISCUSSION	<p>- Charge for membership? Depends on what happens with 501©3 status. Membership fees are not currently a large source of income, but for now, it's one of the few resources we have. Also discussed that could have different tiers (moms could be free or minimal, professionals at a rate comparable to now since they also receive CEUs). Discussed that for professionals especially, a small membership fee can translate to more perceived value than none at all.</p> <p>-Stick with January 1<sup>st</sup> for membership year? Easy for accounting, could offer prorated amounts if joined later in the year.</p> <p>-Benefits to mom (proposed): Quarterly newsletter, Rebate program (with donations, if member and purchase electric pump, rebate towards purchase price), Mother's Day card, access to list of health care professionals supportive of breastfeeding and list of local breastfeeding resources , opportunity to support breastfeeding and promote positive message to moms and healthcare professionals in Utah</p> <p>-Benefits to healthcare professionals (proposed): Quarterly newsletter, discounted rates to CEUs provided by UBC, info on USBC call, access to list of local breastfeeding resources, opportunity to be included on list of health care professionals supportive of breastfeeding provided to membership (public?)</p> <p>-Pamphlet. Need pamphlet that shows benefits of joining UBC (Mom, healthcare professionals, organizations). Should outline membership level, cost and benefits of each (specific percentage discount).</p>
CONCLUSIONS	<b>Cara to develop membership brochure by end of April.</b>

