

BCCA Committee Report - 2020-2021

1. Name of Committee - Membership Communications

2. Name of Committee Chair/Co-Chairs - Robin Deily

3. List of Committee Members - Robin Deily

4. Committee Goals for the past year:

Fully document annual activities including: the use of Mail Chimp for the more formal club communications and the process used to maintain the membership list in MC.

5. Activities and Major Accomplishments

I continue to send out the many of the general club mailings, while Michele Ritter takes care of the rest. She does all of the monthly newsletter mailings.

6. Statistical Information (if applicable)

We sent out approximately 24 mailings using MailChimp. These include monthly newsletters, updates about the National and Affiliate Specialties, information about voting for judges for upcoming specialties, and membership renewal information.

7. Additional Information/Comments/Special Highlights (please attach)

The use of MailChimp for affiliate and even BCCA events has diminished since we now have an official Facebook page to post event information and also a rejuvenated members list which both allow feedback from our members.