

## **BCCA Committee Report - End-of-Year 2018-2019**

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 2019-2020:

- Perform a complete check of our member email addresses stored in Mailchimp and our official membership database and resolve any discrepancies. Because these two systems are updated independently, there is always a possibility that the information could be different in each place.

5. Activities and Major Accomplishments:

- Michele sends out the newsletters, and in general I send out the other mailings.
- Mailchimp recently instituted some major changes in the pricing structure, including free accounts, which is what we have. At Michele's request, I investigated what, if any, impact this would have on us. There is little impact on us, due to the fact that we are "grandfathered" with many of the features that were changed. Both Michele and I are now aware of the limitations of our account and will proceed accordingly. We are fine for the foreseeable future, unless we double our membership!

6. Statistical Information:

- There were 21 mailings sent out this past year using Mailchimp. The majority of them (11) were monthly newsletters, the others included, National Specialty mailings, membership renewal reminders, the BCCA roster, and a Breed Education Survey. A big change from recent years is the drop in requests for affiliate club specialty mailings. I think this due to the fact that Michele typically includes a flyer for an affiliate specialty with newsletter mailings prior to the close of an event, and also to the increase in the use of Facebook by the affiliate clubs.