

Date: Friday, November 12, 2020  
Memo to 128th Community Council's Board  
From: Mike Pierce  
Subject: Membership Plan – 2021



On Thursday, November 12, 2020, the Board voted in favor of a membership retention and recruitment plan. The accepted proposal consists of the following factors:

- Membership renewal dues are \$20.21 through June 30, 2021
- Members renewing their membership prior to March 31, 2021 may invite a guest to join on their membership – “two for one” opportunity
  - o Two existing members cannot renew using the “two for one” opportunity
- On June 30, 2021, all members are eligible for three (3) free or reduced costs trips through 2022
  - o Members must be registered, and dues paid by June 30, 2021 to receive the promotion
- In-person General Membership meetings are suspended until June 30, 2021

Please include the above factors in renewal request to members. Also, include the information in any marketing material. This is a great opportunity to increase our membership and benefit from these difficult times.

Membership retention and recruitment are essential for the success of our organizations and its mission. This plan focuses on both goals while considering the uncertainty of future in-person meetings due to the pandemic. The membership plan gives the Board predictability for planning future events once the pandemic restrictions are rescinded. In addition, the plan has minimal impact on funds during these difficult times.

To ensure the success of the plan it is necessary to prepare “shovel ready” trips as soon as possible. “Shovel ready” trips enhance marketing and allow timely financial decisions. Also, post pandemic activity will increase dramatically for the military and military museums. Therefore, it is critical for the council to be prepared to execute their plans.

This past year has been difficult on all organizations. If we successfully navigate through the challenges, we will be a stronger organization. The Membership Plan for 2021 charts a course and leverages the recent challenges to our benefit.

Respectively,

Mike Pierce  
Vice Chair  
Cell 414.429.5826

Jim Shelenske  
128th Community Council  
3512 Blakewood Avenue  
South Milwaukee, WI 53172

Over →



## 2021 DUES NOTICE

Thank you for your continued support of the 128th Air Refueling Wing through your membership in the Community Council. It is now time to renew your membership dues.

Community Council dues for members are \$20.21 and are due before February 1, 2021.

You can pay online at [www.128thcommunitycouncil.com/membership/](http://www.128thcommunitycouncil.com/membership/) or

Please make your check payable to: **128th ARW Community Council**

Please mail your check and form to:

**128th Community Council  
P.O. Box 371051  
Milwaukee, WI 53237**

*Thank you for your prompt attention to this matter.*

Jim Shelenske, Treasurer 414 651-2221

-----  
 I wish to give an additional contribution of \$\_\_\_\_\_  \$100 to support the council mission

Full Legal Name including full middle name (Needed to get on the base)

No Changes since last year, I have the same e-mail and phone number

Address: \_\_\_\_\_

City, State & Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Veteran:  Yes  No Branch of Service \_\_\_\_\_

-----  
Guest Name – “two for one” opportunity full legal name including full middle name

Veteran:  Yes  No Branch of Service \_\_\_\_\_

Guest Address: \_\_\_\_\_

City, State & Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_