



## Members of the Membership Committee

Chairman: Bill Poteat from 10/06/09 until 03/09/10  
Rusty Edmister after 03/09/10

At Large: Ed Burt  
Becky Burt  
Joy Farley  
Barbara Hamlet  
Beth Smith

## April 2010 Status

On noon, Monday, April 5, 2010, Tar Heel Team Tempo counted **408** names of UNC Women's Basketball fans who have joined our efforts.

In our "on-season", October to April, our members received 29 weekly editions of our e-newsletter, the "Blast." We also emailed the Blast to an additional **305 other email** addresses identified as UNC Women's Basketball supporters who are not currently members.

196 (48.0%) THTT members are also members of the Rams Club, averaging 14 years membership in the Rams Club.

277 (67.9%) THTT members are also season ticket holders, averaging 5.6 years as season ticket holders. 47 (11.5%) members had attended 10 or more seasons, and an additional 77 (18.9%) had attended 5 or more seasons.

110 (27.0%) THTT members are neither members of the Rams Club, nor season ticket holders.

149 (35.1%) indicate a willingness to volunteer for projects for UNC WBB.

202 (49.5%) members joined as a couple; leaving 206 (50.5%) joining independently.

234 (57.4%) members are female; 174 (42.6%) male.

94% reside in North Carolina; 77% in the Research Triangle metropolitan area.



## 2009-2010 Activities

1. Recruited members from the previous year.
  - Sent a series of emails to “members” who were on the mailing list in 2008/2009. These emails asked the recipient to verify their contact information and thus confirm their membership for 2009/2010. Old members, thus confirmed, were segregated to a list of “confirmed”.
  - Made calls In December to those yet to confirm to make sure that all old members were given the chance to sign up again. Using this method, all but about 75 old members joined again.
  - Learned: Multiple and varied contacts are needed to get old members to focus on renewing.
2. Recruited new members in the stands at games.
  - Developed a form similar to the online “membership application.” Reproduction of the form was donated by Jo Yvars.
  - Volunteers equipped with a UNC logo handbag (purchased at Roses for \$10.75 each), clipboards, membership forms, THTT buttons and business cards circulated through the stands as the early home games asking attendees to join THTT. Completed forms were entered online by volunteers.
  - New sign-ups were given buttons and cards. Results were good!
  - Learned: A very good (likely the best) time to recruit (renew) members is during home game events.
3. Emailed a welcome message to all new members.
  - An automatic function of the Web site was to send an email to the Membership Chairman containing new member information for each new application. A standard greeting email was sent to each new member by the Chairman.
  - Learned: Members value recognition for their responses.
4. Procured THTT Membership Buttons.
  - Using the logo art provided by Gary Triplett, 1000 THTT buttons were purchased from Dr. Don’s Buttons for \$358.33. People liked the buttons.
  - Learned: A symbol of membership is important to most that join.
5. Procured THTT Business Cards.
  - Jackie Lambertsen, using the logo art provided by Gary Triplett and a “.pdf” produced in MS Publisher by the Chairman purchased cards.
  - Learned: Cards are good for advertising contact information, e.g., Web site and give membership solicitors a tangible item to hand to member prospects. Unknown as to the secondary benefit in encouraging new membership.



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6. Wrote membership appeals for the Blast.
  - Essentially the same appeal was published in the Blast every week. The appeal was to current members to get their friends and neighbors who are fans of UNC WBB to go to the Web site and sign up for THTT. Results were disappointing.
  - Learned: While Blast notes are important to continue, direct appeals likely work better. Person to person appeals work especially best.
7. Wrote report to the BOD.
  - Described membership drive results and initiatives.
  - Learned: How to say the same thing over and over by changing format, style and words ☺

### **Suggestions for 2010-2011 Activities**

1. Man a table at the entrance to the Smith Center and Carmichael Arena so that volunteers could solicit new members. UNCAA would not approve such a table. Cost: membership application materials (see above) plus unknown table cost and THTT banner purchased separately. Should have significantly increased membership sign-ups.
2. Offer members only events as a special incentive to join THTT. Although social events at Time Out were essentially for THTT members only, no real draw events were encouraged by UNCAA, e.g., a Christmas party for THTT members only at the Smith Center could have been a significant opportunity to sign up new members. Cost: some catered refreshments would be a good addition, but the real draw is the coach and the players.
3. Produce a more professional membership application form. A glossy form with a message from the coach would make prospective members feel that they are joining a serious organization. Cost: about \$1 each in quantities we would use. Needs lead time, so should start planning in the summer.

### **Current Understanding**

1. There is a connection between wanting to join and what one gets in return. It's not the same for each fan.
2. Most of the likely "members" are found among the fans at the games.
3. Direct access to the database wasn't necessary, but will be useful if dues are collected.
4. A paper membership application form is necessary, even though someone should be able to join on-line.

### **Elements Required for Future Success**



**2009-2010**

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1. Copies of solicitation and welcome emails.
2. Copies of Blast messages from Membership
3. Order information for business cards and buttons.
4. List of volunteers who helped with membership solicitation the previous year.
5. Location of the PO Box and how to access it.
6. Restrictions set by UNCAA with respect to membership solicitation at game events.