

NAJC Membership Committee Meeting

Minutes November 16th, 2016

Attendance: Eiko Eby, Tracey Suzuki, Vivian Rygnestad

Discussed that the NEB allocated \$3300 for us to use prior to March 31, 2017. Also, discussed the membership form to be used online.

Action Items:

Eiko to revise Membership form for use online. Separate the application forms for individual and member organizations. Change youth category to young leaders. Young Leader category below age 30 and Seniors category from age 60.

Website membership form should have fillable fields. Signature not required. Payment easy. Make it easy. Payment is your declaration or agreement.

Tracey to scope out the following items and get samples. 300 eco bags (100 for Michiko), 4 table runners, 5 t-shirts, pens

To make a membership brochure with benefits and membership form at the back.

Vivian to follow up regarding fans.

Have NAJC booth at Powell Street Festival (August 5-6, 2017) in conjunction with Arts Committee. Membership brochures and swag given out.

Ask Ken Noma about negotiating a deal on the Nikkei Voice or the Bulletin to be included in Membership.

Below is a revised budget for the Membership Committee for 2016-17. In the Strategic Plan under 'To Strengthen the JC Identity', it was felt that only members should be allowed to access the SEAD which would increase membership. It is a focus of the strategy 'To Strengthen Member Organizations and Communities' by reviewing and expanding individual memberships. We believe efforts at the Powell Street Festival will help accomplish this. 'To Strengthen Communication', we want to have a Membership Brochure that will advertise the benefits of membership with the application form right on it. We also want to make the application process easier. 'To Establish Effective Fundraising and Operations', it was felt that a NAJC table at the Power Street Festival in conjunction with the Arts Committee would enhance the presence. It was suggested that distributing NAJC swag would be appropriate.

Budget:

Powell Street Festival (2 membership Committee members travel to man booth)	\$1500
Brochure	\$1000
Swag through 4Imprint (pens, eco bags, fans)	\$2000
TOTAL FOR 2016-17	\$4500

Next meeting in late January (tentative agenda)

1. Update from NEB meeting regarding Membership Form
2. Review Registration benefits (Nikkei Voice, Bulletin)
3. Brochure – discuss benefits and how this might look
 - a. Getting brochures out to local organizations with announcement of the new fund
4. Video?
5. Survey – to find out what people might like to see to join the NAJC (Non-members and organizations surveyed)
6. Swag – look at prices and order