

Membership Committee – Suzanne Johnston

The membership drive for 2021 is now finished and all membership kits have been returned. Last year the membership drive brought in a record number of members. This year, despite an amazing army of canvassers, COVID dented our returns by almost 50%. Our current total is 481 members and although significantly lower than last year, it is much better than what we imagined might happen.

Wendy did an amazing job of tallying up the membership kits again this year – thanks again, Wendy.

We will start planning for next year early in 2021. Although we hope that the worst of COVID will be behind us next fall, there are many changes that COVID has brought to the membership drive – some good and some bad. 10 changes to the membership drive: 1. We will be able to pay for memberships on line

2. The cost of membership was finally increased to \$5.00.
3. The Singing Pebble was an amazing and enthusiast partner helping to collect membership fees and distribute cards
4. We will explore other community commercial involvement for upcoming years
5. More streets were canvassed than previous years as it is faster to drop off flyers without having to collect money.
6. We had more canvassers participate than in the past
7. Unfortunately, less money was collected
8. More people were made aware of the AGM and the Old Ottawa East Community Association
9. We learned it was hard to canvass Greystone as they do not have individual mailboxes, but Heather and her team delivered notices with the Mainstreeter
10. We learned that many people look forward to the Membership drive and are eager to support the OOECA. Memberships are still trickling in.

As always, we are looking for new canvassers and as our community continues to grow, so does the need for additional canvassers. If your street or building has not been canvassed, it is most likely that either the canvasser came when you were not home, or your street or building may be one of the few that does not have a canvasser. If you or anyone you know would like to get involved, please contact myself, Suzanne Johnston at suzanne.johnston@sympatico.ca

Although canvassing in Condo or apartment buildings continues to be a challenge, we have had some luck in a few of the buildings this year thanks to dedicated residents. We invite residents of the OOE who live in apartments or Condos to get involved and help us spread the word about community involvement within your apartment building or Condo.