

## M E M O

TO: Board of Trustees Membership Recruitment Committee  
Sheila Pepper, Chairperson, [REDACTED] erow Way, Nepean, ON K2J 4X9  
CANADA (Phone: [REDACTED] 7)  
Geraint Jones, Apartment 6, [REDACTED] Boulevard, Siesta Key,  
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Gloria Collins Kondrat, [REDACTED] y Road, Monroeville, PA  
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✓ Gerri Baker Parry, [REDACTED] h Avenue NE, Seattle, WA 98105  
(Phone: [REDACTED] 4)

*Ellis J.*

FROM: Ellis Jones, WNGGA Headquarters

DATE: March 16, 2002

SUBJECT: Proposed Committee Report (**DRAFT COPY**)

Within the past 24 hours I have learned that Sheila Pepper will not be returning from her trip for a few days so I am sending this draft copy of your committee report to all members of the committee.

Please note that this is a **DRAFT COPY** and is subject to any changes, modifications, deletions, additions that you feel would be appropriate. I have simply roughed out this copy for the Committee to review since the Board Meeting on Saturday, April 27, is coming up fast and because of the importance of the work of this committee, a report needs to be made.

Would you review the report and indicate if you feel anything should be changed before it is sent on to the Board. If you could do that within the next two weeks and then return it to Sheila or to me here at Headquarters, we can work out the changes in time for distribution to the rest of the Board.

Again, please note that I am not trying to "railroad" anything through--I've just written out some suggested things that might be included in the report.

P.S. Yes, the lawsuit in which WNGGA is involved is taking up a great deal of time here at Headquarters but other things such as committee reports, registrations for Harrisburg, etc. do need to be done!

TO: WNGGA Board of Trustees

FROM: Membership Recruitment Committee: Sheila Pepper, Chairperson; Geraint Jones; Gloria Kondrat; Catherine Lloyd; Gerri Baker Parry; Executive Director Ellis Jones (ex officio)

DATE:

SUBJECT: Progress Report

Background. A "foundation stone" for any organization is membership. Besides the obvious importance of dues to the financial plans of the organization, membership demonstrates a commitment on the part of the person to the goals and plans of the organization. It is customary that persons who are considering membership in an organization have options usually identified as annual or life depending upon the person's short or long term commitment.

Since its founding, the Welsh National Gymanfa Ganu Association has offered not only individual annual and individual life memberships but also organization life memberships. This long term provision has been an important part of the WNGGA Constitution (Quote from Constitution)

Headquarters Data Base. When membership dues are received at the WNGGA headquarters, a record is created for each person including their classification of Annual or Life. These records are constantly updated with changes in address, notification of death, requests for removal, and, in the case of annual membership, the designation of Non Renewal if it occurs.

In response to the payments, the Headquarters staff sends a personal letter to the individual enclosing their appropriate membership card and other brochures and notices from the office. A major point made in the letter is that "as a result of the dues payment, the person's name and address are entered into the main membership computer data base."

Organization Membership. Based on headquarters records as of March 5, 98 organizations had paid the one-time organization membership dues and been entered into the main organization membership computer data base. The data base information includes the Welsh and/or English name of the organization and the name and address of the official contact person for the organization. Within recent years those organization members have been identified as a group called WNGGA Associated Welsh Organizations (AWOs).

When mailings are sent from WNGGA Headquarters, in addition to copies for individual annual and individual life members, copies are also sent to the official contact person for organizations even if they are personally not an individual annual or individual life member of WNGGA.

Several years ago, the AMOs were invited to send representatives to the Round Table Breakfast on Friday morning of the National Gymanfa Ganu. At the breakfast those in attendance shared with the others information about what special events and activities they had been doing as an organization. Starting with the 2002 Harrisburg National, the meeting will be identified as an "AWO Summit Meeting" where representatives can meet and share information and to hear presentations on a variety of topics from the WNGGA president, other members of the Board of Trustees, and/or other speakers.

Current Recruitment Procedures. Because of the importance of membership, recruitment is an on-going process which needs to involve not only the Headquarters staff but also members and officers of the Board of Trustees and other members of the organization at large. Here are some of the ways in which recruitment is being done at the present time:

1. FACTS ABOUT THE WNGGA. This brochure succinctly summarizes the importance of membership and the procedures to become a members. Copies are sent with letters to non-members and are available for distribution at meetings of groups throughout the year.
2. Other brochures from Headquarters. Those printed and distributed by the Headquarters staff include PUBLICATIONS/RECORDINGS PRICE LIST and WHAT IS THE GYMANFA GANU? On the back page of each of those brochures is information on how to become a WNGGA member.
3. Phonetic Hymnal. On page 4 an explanation is given about WNGGA and how one can become a member.
4. Ads in Y DRYCH and NINNAU. Each month an ad is published in each issue listing costs of become a member.
5. HWYL. Information is included each quarter which stresses the availability of membership.
6. Nominations of persons to membership. In the fall of 2001, each member of WNGGA was sent a blank form inviting names and addresses of non-members. When those lists were received, a personal letter was sent to each nominee along with a copy of the FACTS brochure. As a result of this effort, a number of persons have joined WNGGA.
7. Contacts of Non-Members in the National Gymanfa Ganu Registration data base. The registration form for each National Gymanfa Ganu includes an item "Are you a member of the WNGGA? Yes No" Following the conclusion of the National, those persons who have responded with "no" to the question are sent a personalized letter hoping they enjoyed the National and inviting them to join WNGGA to become a part of the membership data base and to receive information regularly from WNGGA Headquarters.
8. Marketplace at National Gymanfa Ganu. At each of the recent Nationals, a special table has been set up for WNGGA with a headquarters staff person and members of the Board of Trustees on hand to not only show copies of hymnals, folk song books, and recordings but also copies of the FACTS brochure with an invitation to non-members to join "on the spot."
9. Personal contacts by trustees and other members. From time to time the headquarters staff receives a request to send information to a specific non-member who has inquired about membership. This is always done.
10. Identification of Life members on the official name tag at the National Gymanfa Ganu. Currently a small red dragon on the name tag indicates that the person is a life member. Those without a red dragon are either non-members or only individual annual members.

Recruitment Recommendations. Because of the importance of membership to the overall strength of WNGGA, it is extremely important that recruitment be an on-going activity. Here are recommendations of the Membership Recruitment Committee:

1. Request Headquarters staff to review the current FACTS brochure to increase its appeal.
2. Consider publishing a brochure devoted just to membership with a clear description of benefits and "perks"
3. Continue to have a WNGGA table in the National Gymanfa Ganu marketplace with strong emphasis on the value of membership in the organization.

- 1 4. Continue to have membership recruitment ads in Ninnau and Y Drych but modify them to be  
2 more appealing.
- 3
- 4 5. Modify the present dues structure (\$10 for individual annual; \$150 or \$100 for Life) to  
5 include a "family membership of perhaps \$15 to take effect immediately following the 2002  
6 Harrisburg National Gymanfa Ganu.
- 7
- 8 6. Ask Headquarters to include as a part of the address used for any membership mailing a  
9 notation as to the type of membership with expiration date on individual annual memberships.
- 10
- 11 7. Establish "WNGGA Geographic Districts" with one or two trustees or other members asked  
12 to help prepare a special mailing to members and or non-members inviting them to join  
13 WNGGA.
- 14
- 15 8. Establish membership goals for regions and districts--for example "double or more by 2004."
- 16
- 17 9. Continue the appointment of a Board of Trustees membership Recruitment committee to  
18 oversee the entire process, assist the headquarters staff whenever possible, offer other  
19 suggestions on how to reach out to the entire North American Welsh Community.
- 20
- 21 10. Provide incentives on special occasions such as "free annual membership" at meetings of  
22 AWOs.
- 23
- 24 11. Request each AWO to help implement the membership recruitment plans of WNGGA.
- 25
- 26 12. Explore ways of contacting Celtic Fairs or celebrations to distribute membership information  
27 for WNGGA through participation in talent programs and/or having a special booth or table  
28 in their marketplace.
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Ellis,  
I looks good to me,  
I want be able to be at the  
1/2 year meeting  
April B. Evans

Transcription of FAX from Sheila Pepper:

DATE: April 4, 02

Thanks for your draft rept. received today; I'm off to Ireland/Wales, Scotland with Mary (daughter you've met a 2 wngg.) till May 9th. See you. I met with Gerri BP in Vancouver last month and we spoke about her design for the membership package cover--for recruiting and for new members, and for the contents (you rpt. pp. 2, items 1-5, except #3--include an order form for the hymna;; also coul be included: covering letter from president as appropriate. Bus cards of pres., executive dir., the bd member recruiting & specific info on upcoming events, confrences, other oppotunities, cc's of Y Drych and NInnau, list of Welsh books and music. We discussed the excellent job done by you, past bd. members, etc. forth related to our memers. You 3 pg. rpt. is very detailed of the info built up over many years of recruitment. Pls send your revision of this to the other 4 members. Hence my suggestions are aimed at reaching out to those who've never been members, but who have Welsh names & who are in the Celtic 'foldd" ofother than Welsh who are interested in the Celti Wave of ? cultural events, language classes, contests, workshops on food, clothing, historical places all over the 'Celtic' world of Ireland, Scotland, Breton, Cornwell, and I.O.M. Many in the North American continent are of these heritage as we know, and we must reach out to children & young people with past. Your suggested map of places, events of interest to chldren; contests for artistic merit, dragon drawing contest, "Welsh names in yor communit,' public ratio, TV connectins by P. R. people from our venues.